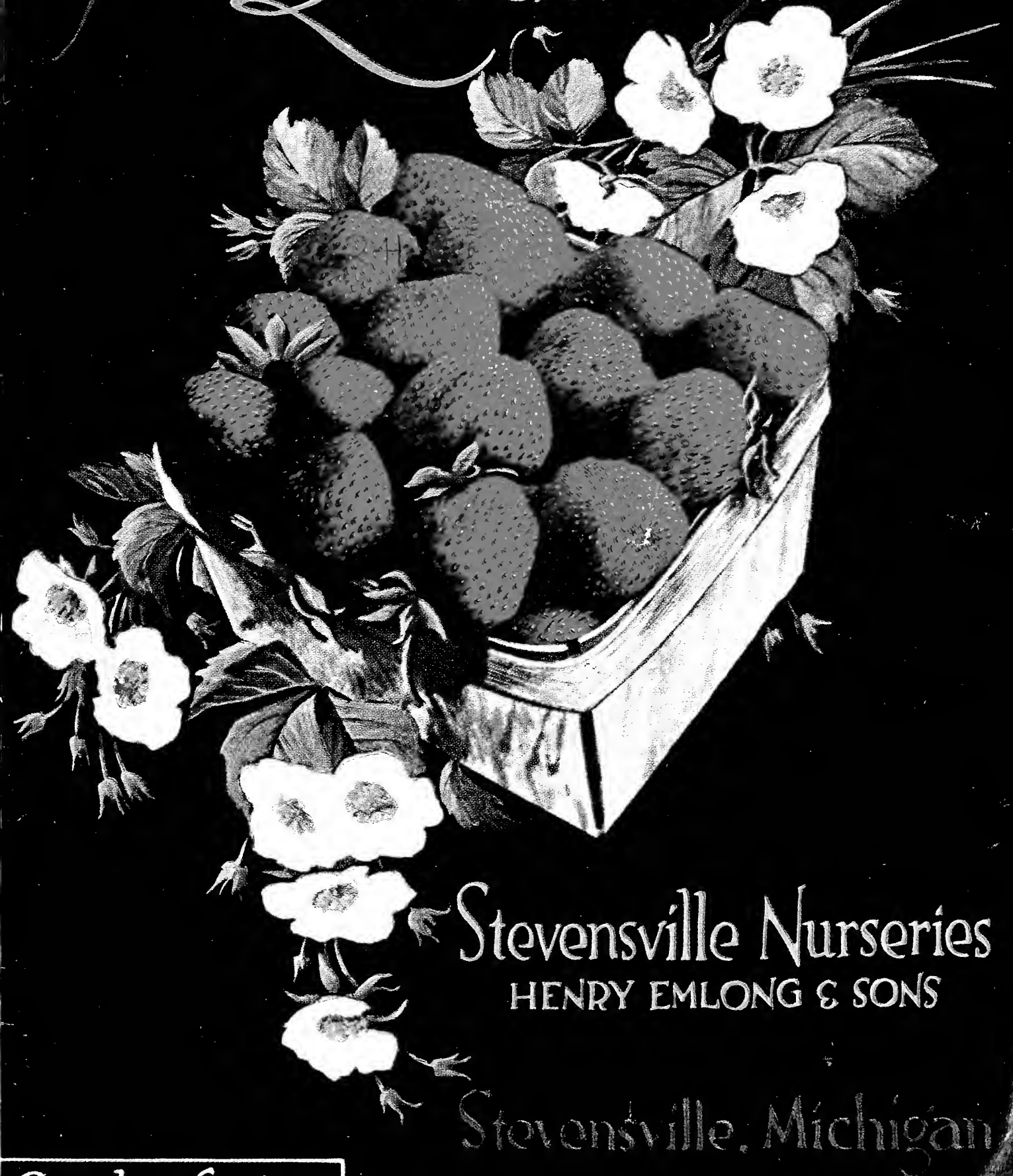


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



# Grow Strawberries for Quick Money



Stevensville Nurseries  
HENRY EMLONG & SONS

Stevensville, Michigan

Catalog for 1921



# *Premier*

## The Big Money Maker

Premier is the greatest early variety ever introduced. A strong pollenizer, vigorous grower and heavy producer. Fruit large, bright red, excellent quality and most delicious flavor. We have sold Premier plants in all parts of the country and it succeeds in all soils. Everyone who has ever grown Premier or seen them during fruiting season readily agrees that it is unequalled either for home use or market.

Premier begins ripening a week earlier than Charles I, but owing to its wonderful fruiting qualities it is bearing heavily when the late varieties are coming on. We advise you to plant Premier for your early variety. It will make you BIG MONEY early and there will be no let-up in your returns during the Strawberry season.

Premier is exceedingly hardy, and produces an ideal fruiting row. The plants are PERFECT in every way, healthy dark green foliage, and strong root system which enable it to produce a large crop of fruit during the most adverse seasons. You should plant Premier whether you grow berries for distant market, or home use and nearby market. They will satisfy your customers in every way as their delicious flavor and excellent quality cannot be surpassed. Plant Premier this season. We will guarantee the fruit to please you and make BIG PROFITS, as it has for thousands of other growers.

We can supply you with genuine true-to-name plants as we have a fine supply. Price, \$1.25 per 100; \$8.00 per 1,000.

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### PREMIER PLEASE OUR GROWERS

Henry Emlong & Sons,  
Stevensville, Michigan.

Missouri, July 6th, 1920.

Gentlemen:—As the Strawberry season is over I thought I would tell you of the wonderful crop of berries the Premier plants produced, that I bought of you two years ago. The 3,000 plants or a little less than one-half acre produced 3,000 quarts of berries which were sold locally for 25 cents per quart. My neighbors all want some of your Premier next spring and I will want enough to plant two acres. I have tried all the early varieties but there is none as early as the Premier. The Premier will out-yield any early variety.

Yours very truly,  
E. G. B.





## *The Reasons for Our Success*

Since our beginning in the Fruit Plant Business eight years ago we have grown so rapidly that we are among the largest growers and shippers of Strawberry plants in the country. Last year we supplied thousands of customers in all parts of the country and by reading the testimonials appearing in this catalog you will readily understand why our business increases so rapidly. **Good plants, careful packing,** and prompt filling of all orders are the main reasons of our success. However, there are countless smaller details in growing and shipping plants, that we have discovered in our experience.

We are located in one of the greatest fruit growing sections of the United States and have been growing berries for nearly half a century. Our experience is invaluable to you as we discovered many years ago that good fruit sold readily while inferior stuff was a drag on the market.

Many of our readers will remember when strawberries were not selling for more than \$1.00 per 24 quart crate on any market, and occasionally if you had something fancy it would sell for perhaps \$1.50 or \$2.00 per crate. We were growing berries at that time and found that we lost money on the common stuff that was selling for only \$1.00. It was necessary for us to produce fancy berries or quit the business. We discovered that by using care in selecting our plants, only taking those that were large and healthy, our fields would produce **more and larger** berries. This method lowered the cost of producing each crate of berries and they commanded a premium over other berries of the same variety as they were larger and fancy.

We have followed this method of selecting mother plants only from those appearing to have superior strength and fruiting qualities, until we have built up a strain of plants that cannot be surpassed by any plants in the country. A letter received recently from one of our Indiana customers states "Your Strawberry plants are certainly wonderful, owing to the dry hot season most of the berry patches burnt out, but my crop was fine owing to the strong root system of your plants, they are drouth proof." An Illinois customer sold \$2200.00 worth of berries from one half acre of Progressive and two acres of Dr. Burrill. Many similar reports from our customers in nearly every state convince us that we can start you right in the **Berry Business**.

We have proven to ourselves that quality counts and we will prove it to you this season if you will give us the opportunity. We say and our customers say there is **Big Money** in growing strawberries. However, we must get started right. This is no time to experiment with inferior plants as labor and fertilizer is high and the loss of a good crop of berries will mean a loss of \$1000.00 or more. When buying plants the best is none too good for you as it requires just as much time, labor and expense to grow a patch of common plants as it does to grow our heavy yielding plants.

Our customers order from us year after year and this is conclusive evidence that we treat them **Square**. A satisfied customer is our biggest asset and we will spare no time or expense in pleasing our customers, we are dependent on each other. The growth of our business depends entirely on you and your success in the berry business depends on the plants we send you. You can rest assured we will **Treat You Square** and we want your order this season. We know our plants will make **Big Money** for you.

Yours very truly,  
HENRY EMLONG & SONS,

## Instructions to Customers

When writing please sign your name plainly. Be sure to give your Postoffice, County, and State every time you write.

When ordering please use order sheet and return envelope, fill out carefully and much delay and trouble will be avoided. All orders are acknowledged immediately upon receipt. If you don't hear from us in a reasonable length of time, write again.

**Reference.** As to our reliability, we refer you to the Postmaster, express agent or any business man in Stevensville or Bridgman, Mich. Also the Union Banking Co., or Commercial National Bank of St. Joseph, Mich. When writing to any of the above, please send self addressed, stamped envelope for reply.

**How to Send Money.** By check, bank draft, express money order, postoffice order or registered letter.

**Terms.** Our terms are invariably cash with order or part cash and balance any time before shipment. Those wishing to order early may remit one-third of the amount. We will then book the order and they will be assured of getting just what they want.

No order booked for less than \$1.00. We cannot make C. O. D. shipments; our prices are low and to keep them low we must make the cost of handling them just as low as possible.

**Substitution.** We do not substitute one variety for another without your permission. When ordering late in the season, we may be sold out of the varieties you order, and it will facilitate matters if you give second choice. Remember that we will not substitute unless absolutely necessary, and we always label true-to-name.

**Packing.** Our packing is done in the best manner possible, slatted crates and baskets are used for strawberry plants, and we use plenty of damp moss. Our plants are packed right and they will reach you in good growing condition, if received in a reasonable length of time. No extra charge is made for packing, or packages.

**Shipping Season.** Our shipping season usually commences about the first of April and continues until May 20. **We will ship no stock in the fall.**

**Complaints.** If any, must be made immediately upon receipt of goods.

**Guarantee.** We guarantee every plant we ship to be just as represented in this catalog, free from disease, true-to-name, and strictly first class in every particular. The plants are packed in the best manner possible and delivered to the carrier in good condition. Should the crates or packages arrive in poor condition, or if they fail to arrive in a reasonable length of time, refuse them and enter claim against the company with your agent.

**Conditions of Sale.** While we exercise the best of care in having our plants true-to-name, mistakes will occur. With a large business we can not personally do all the work. We are always ready and anxious to correct our errors, and want you to write us if not entirely satisfied. It is mutually agreed that we are not to be liable for more than the price paid by you for the plants.

It is as much to our interest as to yours to have our plants prove satisfactory to you; our success depends on your success, and it is up to us to treat you in the way that will make you remember us when in need of more plants.

**Order Early.** It is really to your interest to order early, as all orders are booked in rotation. You cannot afford to be without a patch of berries. Prices are high and will continue so. We were compelled to return a number of late orders last season. Strawberry plants are scarce this year. There is bound to be a large demand, and those ordering late are liable to be disappointed. **Order your plants as soon as you receive this catalog.** Those ordering in January and February will find full stock and will be assured of getting what they want.

One-third cash will book your order, balance any time before shipment.

In case you receive more than one catalog, we will appreciate the favor if you will hand one to your friends who might be interested in good fruit plants.

**Photographs.** Send us a picture of your berry patch or field. We will select the best and show them in our 1922 catalog, and will pay \$5.00 each for all used. Photographs should reach us by October 1st, 1921. Would also like to have some statement as to your success, to accompany photograph.

Union, W. Va., May 8th, 1920.

Gentlemen:—The Strawberry plants arrived yesterday after being on the road five days. They were in the pink of condition, as fresh as if they had been dug but a few hours ago. They were the thriftiest plants I have ever seen come from any nursery. Every plant would live under the most trying circumstances. I shall be glad to recommend your plants to others. They had the finest roots I ever saw and so nicely packed the plants showed no wilt. Thanking you for the nice plants, I remain yours for more plants when I need more.

REV. W. D. DYE.

Rochester, Mich., May 13th, 1920.

Gentlemen:—Plants received yesterday, the 12th, all O. K., and are in fine shape.

B. A. DICKENS.

Wellsville, N. Y., May 11th, 1920.

Gentlemen:—The plants that you sent me were the best Warfield plants that I have ever seen, and I buy every year from 12,000 to 18,000 plants of different varieties. I am so well pleased with the kind of plants that you grow that you will have all of my future orders.

A. B. ROBERTSON.

# Strawberries for Big Quick Profits



Harvesting a Big Crop of Gibson.

Strawberries are easily grown and will return you a profit quicker than any other crop you can grow.

It requires but very little training or capital to start you in the big paying business of fruit-growing.

People in your section have made big money growing Strawberries.

People with land like yours and the same amount of land have made good incomes growing fruit.

People with the same training and ability as yours have paid for their farms and become rich growing Strawberries.

**You can make big money growing strawberries on that land of yours, order your plants today.**

**First.** Don't lay this catalog aside before making out your order for plants. Remember that a "put-off" never makes anything. Mail your order today and the plants will be reserved for you. If you are growing strawberries for market you now have a greater opportunity than ever before, to make big money. Strawberries are netting many of our customers \$1,000.00 per acre. Our big healthy plants will do the same for you.

The present high cost of strawberries with prospects for still higher prices, makes it decidedly to your best interests to grow your own strawberries, at least for your own use. A few hundred plants will give you your own strawberries free, as you can sell enough to pay for the plants and care.

**Second.** When you buy plants do not purchase the cheapest plants you can get. Buying plants because they are cheap is poor economy as it requires **more** time and labor to make a poor plant grow, than it does to make a good plant grow. Remember that **results** is what counts in fruit growing. The first cost of the plants is a very small item. The plants you set are the machines that produce your berries. If the plants are small and weak your berry crop will be small. Our **Big Healthy Plants** are the kind you want, they insure your crop.

To avoid disappointment we urge you to order your plants without delay. The high prices paid for berries for the past two seasons have created a demand for plants that cannot be met. We have a fine supply of plants and visitors to our farms say they are the best plants in the country. We have them on new ground and if you could see them, you would give us your order at once. We have booked more orders for Strawberry plants than ever before as growers are ordering in large quantities. High prices for berries are bound to continue as the demand for fruit and fruit juices is growing every year. If you do not plant this season you will regret it when your neighbor is making big money next season.





Harry Scott, Chillicothe, Ohio, Sends This Photo and Says Our Plants Are Easy to Grow As They Are Strong and Healthy.

We guarantee every plant we ship to be just as represented in this catalog. **Free from disease, true to name and strictly first class in every particular.** Furthermore, we guarantee to save you money on good plants. Our soil is the greatest plant soil in the world, our plants are extra large and long rooted. Read the testimonials appearing in this catalog, they are conclusive proof that our plants satisfy. Our prices are right. We know what it costs to grow good plants. You cannot afford to pay less than our prices and it is foolish to pay more.

1st. **HEAVY YIELDING QUALITIES.** Plants for our propagating beds are carefully selected. We take plants only that shows unusual strength and fruiting qualities. By this method the quality of our plants is maintained year after year. The plants we send you **grow** and **produce** high quality fruit. They are strong well rooted drouth-resisters and disease-resisters.

2nd. **PROVEN MONEY MAKING VARIETIES.** Our long experience in the berry business has taught us that some varieties of fruit command higher prices on the markets than others. We have found that a berry to be profitable must bear good quality fruit and have a long fruiting season. We have tested hundreds of varieties of Strawberries and have discarded the most of them as they did not come up to our standards. We are listing only about 20 varieties of Strawberry plants. You will be safe in planting any of them, they are the recognized leaders. Our new berry **Cooper** is the only new variety we have ever offered. It is sure to become the leading variety and we want everyone to order Cooper this season.

3rd. **BEST PLANT LAND IN THE WORLD.** There is no land in the world that will produce better plants than we grow right on the western shore of Lake Michigan. The soil is right and the climate is perfect, the long growing season matures every plant to a high state of perfection. It is an assured fact where any particular fruit reaches its highest state of perfection, and is grown with the least trouble, that is where you can procure the plants of the most productive nature. Our ideal conditions give us a big advantage in growing good plants.

4th. **BEST PROPAGATING METHODS.** However, with all the above natural conditions in our favor it requires skill and the utmost care to propagate perfect plants. We are experts in our line, we have discovered many things in our long experience that are necessary in order to produce **good plants**. We are among the largest growers of Strawberry plants in the world. Our employees are experts in their line. Our equipment is up-to-date and the best we can buy. Tractors, trucks and other high-grade machinery all combine to help us grow good plants.

5th. **PLANTS DUG AND PACKED CAREFULLY.** This is the most vital part of getting the plants to you in perfect condition. Our system of digging and handling the plants is perfect. By our up-to-date system of digging the plants we save all the roots and all the freshness and vigor. Our plants reach the packing house perfectly fresh and full of life. We **do not** store them but they are packed from day to day as dug. Our plants will reach you in good condition. It is not unusual for them to be on the road for two weeks or more and open up perfectly fresh and vigorous.

The above features are the safeguards you get when buying plants of us. They may seem of small importance but in reality they represent the difference between your success and failure.



Photo of Our Strawberry Plants Showing Wonderful Root System.

## Good Plants Insure Good Crops

### Our Location

We are located in one of the greatest fruit producing centers in the world. We have the natural advantages to produce strong, healthy and highly productive plants.

GOOD SOIL.

GOOD CLIMATE.

ABUNDANT RAIN-FALL.

LONG GROWING SEASON.

These are all important factors in helping us to produce strawberry plants of the highest quality. Does't it seem reasonable to you that a plant will do much better for you when grown on soil that is especially adapted to its growth, than plants that are produced by excessive use of fertilizers?

Our soil is a rich sandy loam, that produces vigorous, strong, heavily rooted plants of the highest productive ability. We can safely guarantee them to please you and produce big crops of extra quality berries.

Natural advantages alone are not responsible for the fine quality of our plants. We have learned many things in our thirty-five years experience that are essential in growing a paying crop of berries.

### Protection in Winter

This is another important factor in helping us produce good plants. Our plants are never exposed to the freezing, zero weather as they are abundantly covered with snow during the winter months. This gives them natural protection and they come out in the spring with nice green leaves, responding readily to good treatment.

### Our Guarantee

We guarantee every plant we ship to be just as represented in this catalog, free from disease, true to name, and strictly first-class in every particular; if found to be otherwise we will refund your money or duplicate the order. It is mutually agreed that we are not to be responsible for more than the first cost of the plants. We know that our plants will please you and we want your order.



**1,000 Plants Produce 1,000 Quarts.**

Gentlemen:—I am sending you a photo of the patch of berries planted in the spring of 1919. Although the season was very hot and dry the 1,000 plants produced nearly 1,000 quarts of berries. I will say that you cannot go wrong by planting Emlong's plants as they are certainly hardy as the past season proved. The new bed I planted this spring are certainly dandies, and my neighbors will want some of your plants next spring.

So. Milford, Ind., Aug. 12th, 1920.

Yours very truly,

W. W. WERT.

## We Grow Our Own Plants

We grow our own plants and this means a great deal to the purchaser. Although we grow many acres of them they are given the very best care possible, and our continuous cultivation contributes largely to the highest state of maturity which our plants attain. We know that we can give our plants a more binding guarantee than would be possible if we depended on other growers for our plants. Please remember that every strawberry plant purchased from us is grown on our own rich ground, under our personal supervision, and you can bank on it that you will receive nothing but strictly first class stock.

### Strong Plants

In order to produce plants that are all large and strong it is necessary to give them plenty of room for proper growth. You know that if a lot of plants are crowded in an acre of ground, the result will be that you will have a lot of weak, inferior plants as they will crowd each other too closely. We place our plants far enough apart in the rows to insure them plenty of room and the result is that we get every plant to reach its highest state of maturity. Is it not clear to you, Mr. Fruit Grower, that these are the kind of plants you need to start you out properly in the berry business? We could grow the other kind if we thought we could expect your future orders by doing so. We know that our future success depends wholly on our customers' satisfaction, and needless to say we will go the limit in providing you with plants that will guarantee your future orders.

### Certificate of Nursery Inspection

No. 2220.

This is to certify that I have examined the nursery stock of Henry Emlong & Sons, Stevensville, Mich., and find it apparently free from dangerous insects, and dangerously contagious tree and plant diseases.

This certificate to be void after July 31, 1922.

L. R. TAFT,

East Lansing, Mich., October 1, 1920. State Inspector of Nurseries and orchards.



## Big Quick Profits

The best advise we can give anyone, with a piece of land at their disposal, it to **plant strawberries**. There is more profit in an acre of Strawberries than in any other crop you can grow. The work is pleasant and so profitable that it seems unnecessary to urge their growth, but for the benefit of those who have never grown them we will say that if they desire to make some easy money, early in the spring, all that is necessary is a good patch of berries.

There is no plant that adapts itself to all soils and climates so readily as the strawberry. It is grown with success in every part of the United States. It requires very little experience to become a successful strawberry grower, and the only cash outlay required is for the plants. They should be strong, productive plants as your success or failure depends upon their quality.

The strawberry is the first fruit to ripen in the spring and the source of much joy and profit to the lucky owner of a good patch.

Take for instance a few rows in your garden. You will be surprised to find how much you can save on your grocery bill by having plenty of fresh strawberries. Not only will you save on the fruit you usually buy, you will eat more strawberries and you will have them in abundance, thereby doing without many of the things you usually bought.

By buying varieties of different seasons, including the ever-bearers, you can have strawberries every day in summer and winter. In case you have more than you can use yourself, you can easily dispose of the surplus to your neighbors or in town, as there is always a large demand for home-grown berries.

## Buy Your Plants Where Strawberries Grow Best

In our thirty-five years of experience in the berry business we have never failed to grow a big, paying crop of strawberries. We are located in the great **fruit belt of Michigan**, where natural advantages, such as **ideal soil, perfect climate, abundant rainfall** and many other conditions enable us to produce **strong, thrifty plants** and consequently **profitable** crops of strawberries. It is an assured fact that where any particular crop reaches its highest state of perfection, and is grown with the least trouble, that is where you can secure the plants of the most productive nature. Our ideal conditions therefore enable us to produce a strain of plants second to none in matter of stamina and productiveness. They are hardy and have the vitality to produce strong healthy patches of berries with the highest productive ability.

## Our Service

When you send us your order, large or small, you can be assured that your best interests will receive the same careful attention that we would want were we ordering plants from you. Our long experience is back of every plant we ship. We have discovered that certain qualities are necessary in order to produce better than an average crop. It is our desire to please our customers, and with this thought foremost we spare no labor or expense in growing the best plants that can be produced. Growing plants is a business, not a side line, with us. We grow plants for the plants alone, and dig up the whole row, assuring you of the heaviest rooted and strongest plants in our fields.

We want to supply growers who appreciate good plants and fair treatment. To those who are not acquainted with us, we especially solicit your orders this season, that we may become better acquainted in a business way. We assure you that we will do all in our power to make the deal pleasant, profitable and satisfactory. Remember that with the high cost of labor, fertilizer, etc., it is more important now than ever before that you get plants of the highest productive qualities, as the cost of growing them is the same, whether they yield 200 or 400 crates per acre.

If we can be of service to you in any way, we are glad to help, and are always ready to answer questions.

Fruits, Colo., May 5th, 1920.

Gentlemen:—The Strawberry plants arrived all O. K., on May 4th and they are sure fine plants, just as fresh and nice as they were when dug. All the 22 varieties are surely satisfactory, nice strong healthy plants. Now this goes to show that the plants I got of another Michigan nurserymen were laying around the packing house a long time, as they were dead and rotten when received. Every one of your plants is growing.  
E. A. ASHFORD.

Lodi, Ohio, May 5th, 1920.

Gentlemen:—Received the Strawberry plants today. Set them all out, they came in fine shape and were a fine lot of plants.

G. W. BURNS.

Elena, Ohio, May 9th, 1920.

Gentlemen:—I received the Strawberry plants all O. K., they are very nice plants. The best I ever bought. They are full count and full quality.  
C. A. ALDRICH.

Woodland, Mich., May 2nd, 1920.

Gentlemen:—My plants received and are all set out. The best rooted plants I ever received from any nursery and I will guarantee every plant to grow. They were every one large, nice and fresh and good count. I shall speak a good word for you to all my friends and neighbors and when I want more plants you will get my order.

C. J. MORGAN.

Conneaut, Ohio, May 10th, 1920.

Gentlemen:—Plants arrived in fine condition, have them set out and they look fine. Started to grow right off.

J. A. BOHN.

Tuscola, Ill., April 17th, 1920.

Gentlemen:—Received the plants yesterday in fine condition and was more than pleased with them. I am anxious to try the Everbearers. Please fill the enclosed order at once. Thanking you for courteous treatment, I am,  
REV. J. FRANK HOLLINGSWORTH.



We Have Millions of the Finest Strawberry Plants Grown, Ready for Your Orders.

## The High Cost of Advertising

It is our object to grow the best plants that can be produced, always making quality the first consideration; next, to make our prices as low as possible, consistent with quality. We do not try to grow our plants with no work or attention; this would certainly be poor economy. You cannot grow a good crop of plants unless you keep the ground stirred and the weeds down. We give our plants plenty of work, and the result is that our plants are large and healthy as we keep them growing all through the season.

We do try to make the cost of selling our plants just as low as possible, and we find that by merely listing our plants in our catalog, and not using expensive advertising space, we can save you from 25 to 40 per cent on plants.

We know that our plants are just as healthy and productive as can be grown, and we would be justified in carrying large advertisements in all the papers, telling you about their wonderful qualities. It would probably be of value to us, but would make it necessary for us to greatly increase our prices, and would be no help whatever to the quality of our plants. We do not carry large advertisements and the saving is yours.

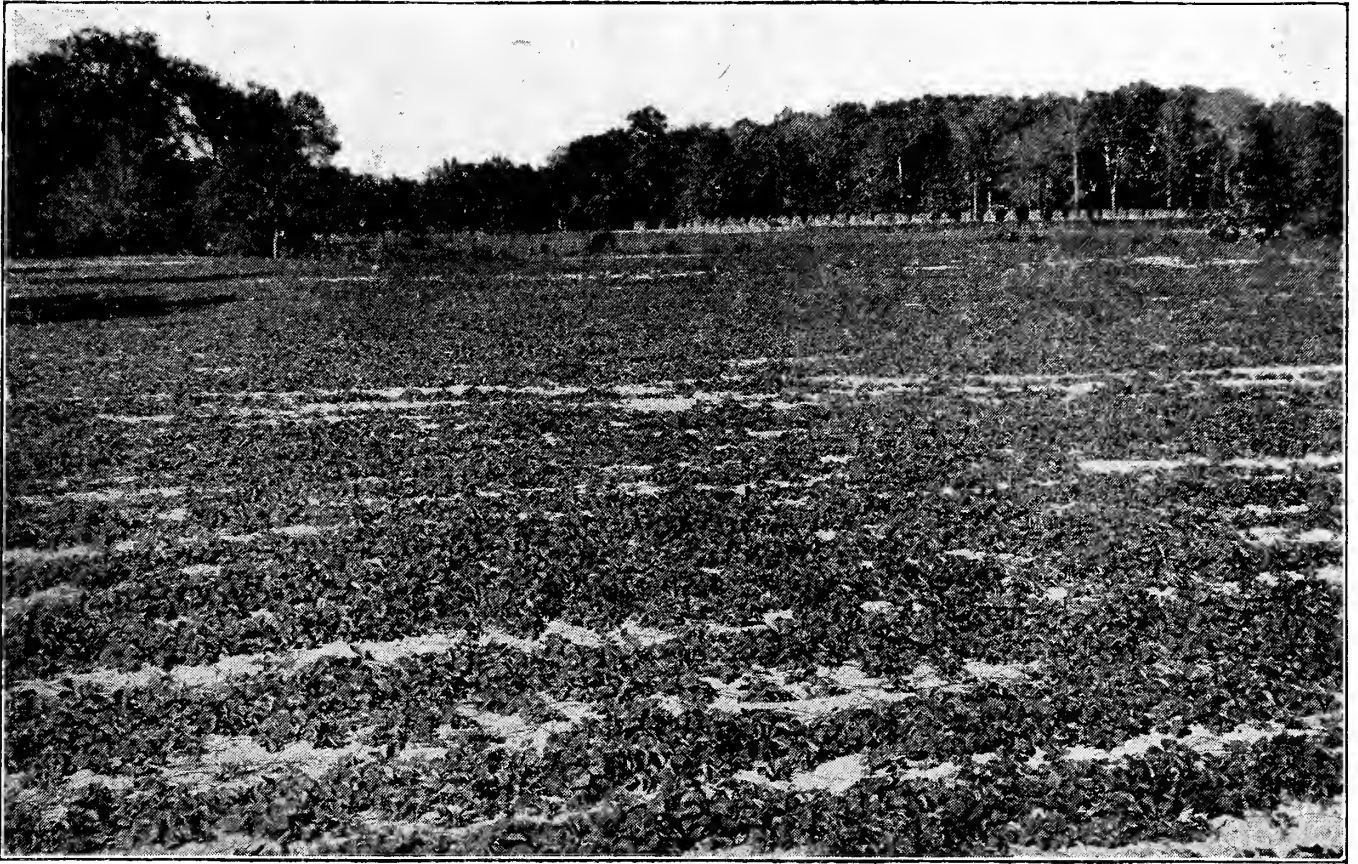
## Satisfied Customers the Best Advertisers

We find that by giving our customers good plants, a square deal and prompt attention, they will become our regular customers and not only that, but will recommend us to their friends, and this is certainly the best advertisement any business can have. We always strive to give our customers better quality and better service than they expected possible, and in this way we are assured of their future orders and liberal recommendations to their friends. We certainly appreciate these liberal recommendations, which have resulted in the large increase in our business, and to prove it we will strive to give even better quality and service than ever before.

A large number of our orders are received from parties who state that they were advised to buy from us, by one of their friends who had bought from us and knew the high quality of our plants. This business comes to us with no other expense than the mailing of our catalog. It is the result of a little extra care taken to please our customers. Remember that the big catalogs and advertisements do not increase the quality of the plants; you pay for them and get nothing in return.

## Description of Varieties

We are asked to economize in every way we can. We are making our catalog just as small as possible, but at the same time we are not leaving out anything that will be of interest to you. We have tried to give you the main points in culture, and our descriptions of the various varieties are as we have found them when grown by us. We wish to emphasize the fact that we are listing only the varieties that we have found to be profitable with us. It does not pay to grow a variety merely because it produces a few extra



Acres of Progressive, Premier and Gibson.

fancy berries. To grow a profitable crop, it is essential that you get the berries early and just as long as you can. They must be of good appearance, firm and of good quality. We have selected our varieties with these points in view. It is to our interest as well as yours that you get started right. When you order plants you want those of the highest productive ability and we will not recommend a variety that cannot be grown profitably.

### Fresh Dug to Every Order

There are no storage cellars on our farms and our plants are fresh dug for every order. As our plants are grown on our own farms, we are not dependent on the other fellow's leisure to get our plants out. We dig them from day to day as needed and your orders are filled promptly with strictly fresh dug stock.

### Our Packing

This is really the most important factor in getting your plants to you in good growing condition. We are very careful about our packing, doing all we can ourselves and employing experienced help to assist us. We see to it that the plants are packed **just right**, not too tight or too loose, or too wet or dry. We use plenty of damp moss and light slatted crates for the strawberry plants. We are glad to say that we seldom receive a complaint regarding our packing.

All packages and packing free of charge; our prices are net.

Newton Falls, Ohio, April 17th, 1920.

Gentlemen.—The plants finally arrived and I was agreeably surprised to find them in good shape. Not apparently injured by delay. They are fine plants and we are well pleased. Thanks for the 100 extra.

M. T. HORNE.

Sawyers Bar, Calif., April 8, 1920.

Gentlemen:—Received plants all O. K., they were fine plants and in excellent condition.

D. F. SKILLEN.

Knox, Ind., April 19, 1920.

Gentlemen:—Received plants all O. K. Best I ever saw. Will order more later.

J. H. COOPER.

Santa Cruz, Calif., April 15th, 1920.

Gentlemen.—The plants arrived safely. They were two weeks on the way, but are in splendid condition, so well packed and fine looking plants.

MRS. R. MacDONALD.

New York, N. Y., April 19th, 1920.

Gentlemen:—Received plants today all in very good condition after being on the road so long. Every plant will grow.

MRS. C. A. SKINNER.

Brookfield, Mo., April 19th, 1920.

Gentlemen:—The balance of the plants came today, not damaged by delay owing to excellent packing. They are fine plants; am well pleased.

S. A. DOLDT.

Girard, Ill., May 6th, 1920.

Gentlemen:—Plants arrived the 4th in fine shape. Thank you for the treatment I received. When in need of more plants will remember you.

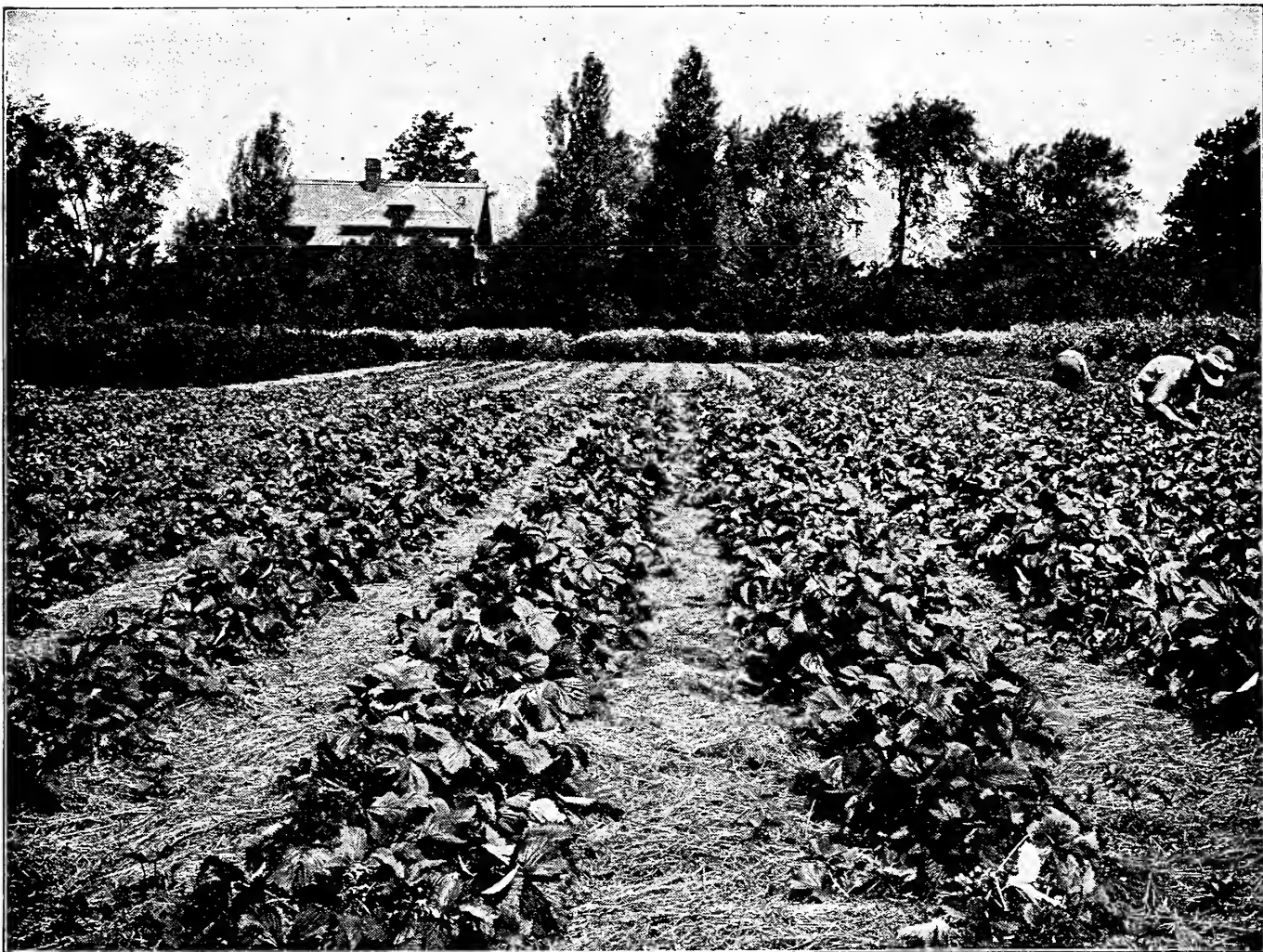
M. FLORYA.

Farmland, Ind., May 11th, 1920.

Gentlemen:—My plants arrived yesterday in fine condition. They are fine plants and I am well pleased.

M. A. HOLOWAY.





## Old Reliable Varieties

In our thirty-five years' experience we have grown and tested several hundred varieties of strawberries. We will not list worthless varieties and give them high-sounding names and misleading descriptions and offer them to the growers at so much per plant or per dozen. In many plant catalogs you will find nearly a hundred varieties and all of them are claimed to be the best or as good as the best. This is very misleading to the growers and a lot of them are sure to be found worthless or nearly so. We have discarded worthless varieties and are listing only about twenty varieties. We do not claim that they will do well in all parts of the country, but they are all reliable, standard varieties and if given half a show will return handsome profits. We are not selling get-rich-quick schemes, but are offering you the best plants it is possible to grow.

Neither are we selling you three or four dollars worth of pedigree with every thousand plants. We will back our plants to be just as large, healthy and productive as any plant grown. We will guarantee them to produce as many quarts of berries per acre as any plant you can buy if given the same care. Good strong plants are what produce the berries and not the "pedigree." Our plants are grown far enough north to harden them well and they will stand hardships and unfavorable conditions as well as any plant grown, and they will also respond to good treatment as they are highly productive. When you buy from us you pay for good strawberry plants and not "pedigree," nor expensive advertising campaigns.

We are listing only the Progressive and Superb fall-bearing varieties, as we have found them to be the best of any we have tested. We cannot urge you too strongly to include them in your order as no garden or farm is complete without these wonderful berries. We have been growing them for the past seven years and our faith in them is becoming stronger every year. Can you imagine anything finer than having fresh strawberries all summer and fall? They are easily grown, heavy yielders and will be a big item in reducing your grocery bill. The fruit sells rapidly at fancy profits.

## Plants Properly Cleaned

Properly cleaning the plants is a very important factor in getting the plants to you in good condition. We pay our help good wages for cleaning and bunching our plants. This is done in the best manner possible under our own personal supervision. All the dead leaves and runners are trimmed from the plants; this makes planting much easier, and the plants will reach you in much better condition if properly cleaned. The dead leaves and runners would cause the plants to heat if shipped a distance.

We see to it that the plants are not exposed to the sun and wind, and also that 25 (generally more) strong healthy plants are put in every bunch.



Many of our customers made a net profit of \$500.00 per acre growing red raspberries.

## Plants True to Name

We personally superintend the planting, digging, packing and shipping of our plants, and will guarantee our plants to be just as represented in our catalog, free from disease, true to name and strictly first class in every particular. When you order plants you want just what you order, and you must rely on the dealer's honesty to furnish it. You have no way of telling what you have until it bears, and it certainly is a disappointment to give plants a year or more of care, and then discover that you have some worthless variety of no value.

We know how disappointing it is to get "stung" as we ordered several thousands of the fall-bearers from a grower when they were first introduced, and they turned out to be worthless June varieties. It is not the first cost of the plants that counts so much, but you are also out all the work you have given them, the rent of the ground and also a crop of berries the next season.

We take extra precautions to have our plants true-to-name.

## \$1000 Per Acre

One thousand dollars profit per acre can no doubt be made on strawberries and a profit of four or five hundred dollars is very common. The price of fruit was never as high as right at the present time, and we wish to urge our readers to plant all the fruit they possibly can. Prices are bound to continue high for years to come.

Although it is impossible for one to know to what extent their berry patch will pay them, it is an assured fact that good soil, well prepared and healthy, productive plants are pretty good insurance of a profitable crop. The cost of producing your patch is just the same whether the yield is 1,000 or 6,000 quarts per acre. Owing to the high cost of labor, fertilizer, etc., it is more important than ever before that you buy good, strong, healthy and productive plants.

## Testimonials

The testimonials appearing in our catalog are a few of the many we received this season. These testimonials are unsolicited, and they will tell you about our plants and the satisfaction they give. We are always glad to hear from our customers, and will consider it a favor if you will send us a statement of your success with our plants.

## Photographs

We will consider it an especial favor if our customers will send us photographs of their strawberry fields (large or small). Our object is to select the very best photographs for use in our catalog, and it is important that they be clear, and properly photographed. The picture should represent a field grown from our plants, and a statement of your success should accompany it. We will pay \$5.00 for each picture used in our catalog. Photographs should reach us by October 1st.



E. H. Buechlin, Summerfield, Mo., Sends This Photo and Says: "This One Acre of Gibson Netted Me \$748.00; Will Want More Plants Next Spring."

Order Early

Send us your order for plants as soon after receiving this catalog as possible. We will book your orders for one-third cash, and you may send balance when you want plants shipped.

All orders are booked in the rotation in which they are received, consequently the earlier you order, the surer you will be of getting what you want. We acknowledge all orders as soon as received.

We want your order this year in January and February. It will greatly help us to have your order then as we have so much to look after in March and April. We want all who can to grant us this favor; it will be deeply appreciated.

As a special inducement to order early we will allow a 5 per cent cash discount on all orders amounting to \$2.50 or more received before March 1st.

How to Ship

When your order calls for 500 or more strawberry plants and 200 or more cane plants we recommend express as the safest and cheapest method of shipment. We will ship all plants by express unless you instruct otherwise.

We now ship a great many plants by parcel post and it is the desirable method on all small orders, as it is cheaper and the plants are delivered to your door.

See table below for determining the amount to send for parcel post charges.

Add to your order for each 100 plants of—	1st and 2nd	3rd	4th	5th	6th	7th	8th
	Zone	Zone	Zone	Zone	Zone	Zone	Zone
Strawberries .....	\$0.12	\$0.18	\$0.25	\$0.35	\$0.40	\$0.48	\$0.55
Red Raspberries .....	.15	.20	.30	.38	.45	.55	.65
Black Raspberries and Blackberries....	.20	.30	.40	.65	.85	1.05	1.25

Inquire of your Postmaster or mail carrier what zone you are in from Stevensville, Mich., then by referring to the above table you can readily determine the amount to add to your order for parcel post charges. The plants will reach you quickly and in fine condition, as they are given plenty of damp moss and put up in the best manner possible.

Premiums

The low prices at which we are offering our high grade plants, prohibits free premiums. Our customers want good plants, as cheaply as they can get them; poor plants are high at any price.

More Than One Catalog

If you should receive more than one catalog please hand one to any of your friends interested in fruit plants. You will be doing them a favor as well as us.





The above is a photo of Mr. Frank Spaulding's strawberry field. He writes as follows: "I have had wonderful success with your plants. The photo inclosed shows the excellent growth of the plants purchased last spring. Picture was taken Sept. 1st, and the rows were 18 inches wide. The plants purchased from you in spring of 1919 produced a wonderful crop of berries this season, quality was excellent and I could not supply the large demand. Will plant a larger acreage next spring."

## How to Grow Strawberries

### Selecting Varieties

While there are a few varieties such as Dunlap, Gibson and a few others that are universal favorites, most varieties have their own particular climates and soils, which are especially adapted to them.

If you are in doubt as to what varieties you should plant, we are always ready to give our advice. Merely tell us whether your soil is clay or loam, and we will give you a list of varieties that will prove most valuable to you. Your success in a large measure is dependent on the varieties you grow. Our success depends on your success, and we will do all in our power to make your strawberry crop profitable and satisfactory.

### When Plants Are Received

If your ground is not in condition for planting or if the weather is unfavorable for planting, care for the plants as follows: Open the package, take out one variety at a time, open the bunches and spread the roots thinly along the side of a shallow trench, then cover the roots with dirt not higher than the crown of the plant. Select a cool shady place if possible. If the ground is dry sprinkle well with water and keep moist until ready for planting. If cared for in this way you can keep the plants for several weeks. They will throw out fibrous roots and be in excellent condition for planting. If you can plant them in two or three days it will be unnecessary to heel them in as we pack them carefully and unless delayed on the road they will arrive nice and green, and you can keep them in a cellar or any cool place a few days. But always open crates or package as soon as possible.

### Mating Varieties

Strawberry plants are divided into two classes, namely, staminate and pistillate.

The pistillate varieties are the self fertilizing and can be grown successfully with no other varieties.

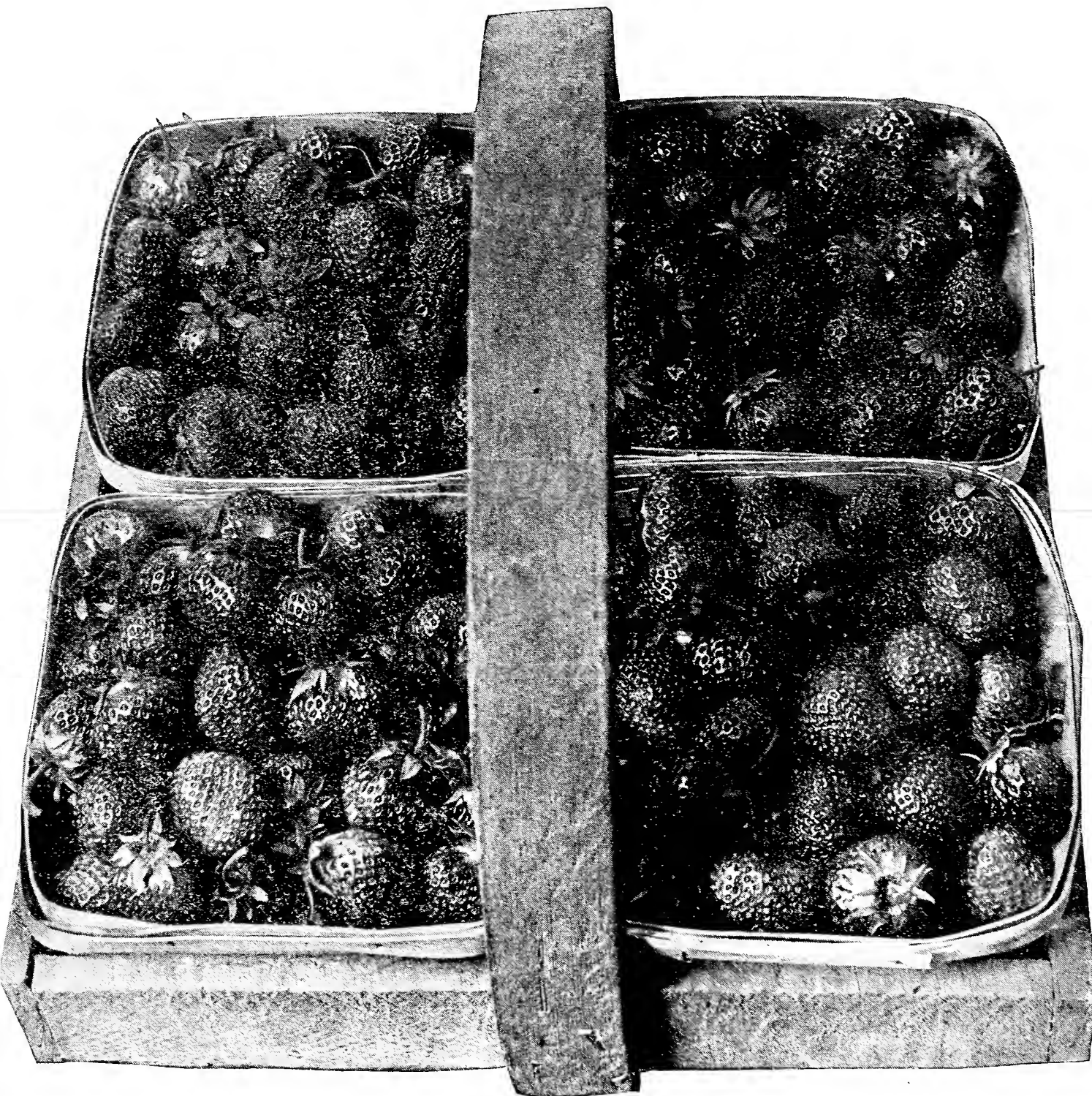
The staminate varieties are imperfect and must have a row of some pistillate variety of same season, set every third row to properly pollinize the blossoms.

The pistillate varieties are marked (P) in price list and staminate or imperfect varieties marked (IMP).

### Preparing the Soil

In planting your strawberry field, you should be careful to select a field where the air has plenty of circulation. If possible select a rich eastern slope, this will assure early berries.

This ground should be plowed as early in the spring as possible; do not plow when wet. Plow deep and work up well with spring harrow or disk. If the soil is rough or lumpy it should be rolled or floated until it is well pulverized.



Four Basket Carrier of Our Progressive. Note the Large Uniform Size.

## Fertilizing

Clover or Alfalfa sod land is an ideal bed for strawberries, but should be well pulverized and worked up before planting. You cannot get your ground too rich for strawberries. Where good stable manure, well rotted, is available, we recommend it as superior to any other fertilizer you can use. The manure should be applied at the rate of about 20 tons to the acre. This should be applied before plowing, but can be used to advantage after the plants are set.

## Setting the Plants

First, be sure that your soil is in good condition. We always go over our land with a spike-tooth harrow before planting as this tends to level the ground and loosen the soil. For marking we use a hand marker, making three rows at a time. Choose a day if possible when there is no wind and right after a little shower. A common garden spade may be used for making the holes, which is done by giving the spade a slight backward and forward movement, being careful not to loosen the soil. The hole should be wide enough to readily receive the plant and a little deeper than the plant requires. The roots should be straight down and slightly spread, this will give them more moisture and they will start right off. Be careful to get the plants at the proper depth; have the roots in the ground but do not cover the crown. The crown is the heart of the plant,

and it must be where it can breathe and draw its oxygen from the air. Do not make a number of holes ahead of the setting as they will soon dry out. The plants should be carried in a pail as this keeps the sun and wind off the roots.

## Cultivation

Cultivation should commence immediately after plants are set and continued throughout the growing season. Cultivate shallow and not too close to the plants as this will disturb the new roots. Proper cultivation is essential for several reasons; it keeps the weeds down and preserves moisture that can be drawn upon during a drouth. Do not cultivate your berries when the soil is wet, but keep at them when conditions are favorable. Once a week is none too often and you will be well paid for every hour's work given your berries.

## Different Systems

There are several different systems by which strawberries are grown. The matted row, the hill, the single-hedge and double-hedge are the principal systems. The hill system which is carried out by growing only the mother plant, keeping all runners off, is preferable for those wishing to grow fancy berries.

## The Matted Row

This is the system most widely in use and we recommend it as the most profitable for the commercial grower. The rows are set four feet apart with the plants 18 to 24 inches apart in the row. All young plants are allowed to take root, and if conditions are favorable you will have a fine fruiting row. This is the most simple method of culture and the one most widely in use.

## Removing Blossoms

As soon as the blossoms appear on the new set plants they should be removed. This is nice work for the children and a sharp instrument should be used. Do not pull them off or you will loosen the plant. You cannot expect the mother plants to make proper growth if allowed to fruit. It is too much of a strain on them and the result will be that you will have a poor patch, if the fruit stems are not removed. It is only a couple of hours work to remove the blossoms from an acre of plants, and you will be well paid for your trouble.

## Mulching

As soon as the ground commences freezing in the fall, it is necessary for you to mulch your strawberry beds if the ground is of a nature that is liable to heave during freezing and thawing weather.

The best mulch is hay or straw, and this should be applied lightly over the entire row. When growth starts in the spring this mulch should be removed and can be left between rows if desired. This will hold moisture and keep weeds down.

## Certificate of Inspection

A certificate of nursery inspection accompanies each shipment, and this assures you of good, healthy plants.

Hudson, Mich., April 30th, 1920.

Gentlemen:—The plants arrived the 28th and am more than pleased. They are by far the best that I have ever bought in my eight years' experience in the Strawberry business. You may expect my patronage in the future.

H. D. JENNINGS.

Gentlemen.—Received the Strawberry and Raspberry plants some time ago. They are all growing and looking fine. I thank you very much for the fine plants and will order more.

F. A. GANSZ.

Quincy, Ill., May 5th, 1920.

Gentlemen:—Strawberry plants received and planted. Finest plants I ever saw. Well packed, well cleaned and good count.

MRS. E. A. ROGERS.

Plymouth, Mich., May 6th, 1920.

Received the four crates of Strawberry plants last week. All are in fine condition. Thanks for your promptness.

JAMES E. DUNN.

Fostoria, Ohio, March 22nd, 1920.

Gentlemen:—Inclosed find order for Strawberry plants. The plants I have bought from you people have been very satisfactory, and come nice and fresh and packed in such shape that I have no trouble in finding the different varieties

J. E. WHITEMEN.

Decatur, Ill., May 12th, 1920.

Gentlemen.—I received the plants May 1st, kept in my cellar till Monday, and they are doing fine, except a few that were not planted right by my help. I must say they are the finest plants I ever received from any nursery. I thank you for your good thrifty plants for they all would grow if they had a chance. I also thank you for your good system of packing as that means a lot to retaining life to plants. Please keep me on your list as I want to order from you when I need more plants.

C. W. MARSHALL.

Cartersville, Ill., May 12, 1920.

Gentlemen.—Received my plants all O. K., and was well pleased with them. They were in perfect shape and had the best roots I ever saw on plants, they sure are growing nice, will remember you when I need plants again.

L. D. CARTER.

Springfield, Ill., Dec. 11th, 1919.

Gentlemen:—The fruit plants bought of you last spring were very satisfactory. Will be in the market for a large order this spring.

WALKER & SON.

Berwick, Pa., December 17th, 1919.

Gentlemen:—Please send me your 1920 catalog. The plants bought of you last year made an excellent growth.

WM. H. SITLER.



## Mr. Cooper's Description of His New Berry

Cassopolis, Mich., July 7th, 1920.

Stevensville Nurseries,  
Henry Emlong & Sons,  
Stevensville, Michigan.

Gentlemen:—

Your request that I give you a written statement, descriptive of my new berry (which you have decided to name "**Cooper**") received.

First of all I wish to thank you for the high honor bestowed upon my name by calling the berry **Cooper**. No greater honor could come to any man than to have his name associated with the **Greatest Strawberry Ever Introduced**.

No doubt a great many of your patrons have spent some of their hard earned money for new varieties, with a lot of promise but no value. It is disgusting that the government allows unscrupulous parties to swindle the people by offering some new variety of fruit, with nothing to recommend it but a high price.

I selected you people to introduce my new strawberry as you have a record for square dealing and I have never known you to recommend any variety of plants that was not strictly first class in every particular. I know that you people raise high grade plants as I have been over your farms, and appreciate your method of growing plants.

In describing my new variety I am going to confine myself to facts, and after reading my description your patrons will say that "**Cooper**" is some berry, or Cooper is some liar, but you people have seen the **Cooper** fruit and know that every word of the foregoing is the truth. If your patrons doubt your word, they need not order a single plant, before writing the following: John Huss, Louie Mingle, Ed Touchat, all near neighbors whose address is No. 7, Cassopolis, Michigan.

The first question is where did I get it. The answer is I found it in fruit among a lot of other seedlings that were not in fruit. I do not know what it is a seedling of or anything about its parentage. All that I know or all that any man will ever know is that it is the one **biggest and best strawberry without a fault**. Never a berry with a sign of a core, never a berry that is hollow, never a green tip, a very bright red and flesh color, a flavor as good as the best. Size unequalled, 18 to 35 berries to fill a quart box.

I will swear to the truth of the above, and that is not all. The plants are very large and productive, six to eight fruit stems to a plant with 8 to 24 berries to the stem. The best of all is that each berry has an individual stem from 2 to 3 inches long, it is not necessary to touch the berry with the hands.

With the foregoing above ground we must not forget the wonderful vitality and root system that makes the above possible. Not just a few short roots, but a perfect balance for the heavy foliage and loads of fruit. Large long roots with a mass of feeders, the like was never seen on strawberries.

You remember when you were here we dug up a plant that filled a bushel basket and had roots over 20 inches long. They are drouth resisters that carry every berry to maturity.

The quality of the berry cannot be surpassed as my customers will testify. Mr. Bronnell, a prominent grocer of Dowagiac, Mich., drives nine miles to my home and pays me \$3.50 and \$4.00 per crate for **Cooper** when he can get common berries delivered to his store for \$2.00 per crate.

Just one thing more. For hill culture it is something wonderful. You remember when you were here in 1919 I showed you plenty of berries 5 to 6 inches around. A single plant with 17 fruit stems and all of them with eight stems or more.

Now gentlemen we have all been fooled so many times with that big berry and some of your patrons will have their doubts. But if any man will visit me next berry season, I will send him away saying Cooper told the facts.

Yours very truly,  
B. F. Cooper.

We have seen this berry fruit during the past two seasons and will vouch for every one of the above statements. Read these testimonials from persons who have seen the berry.

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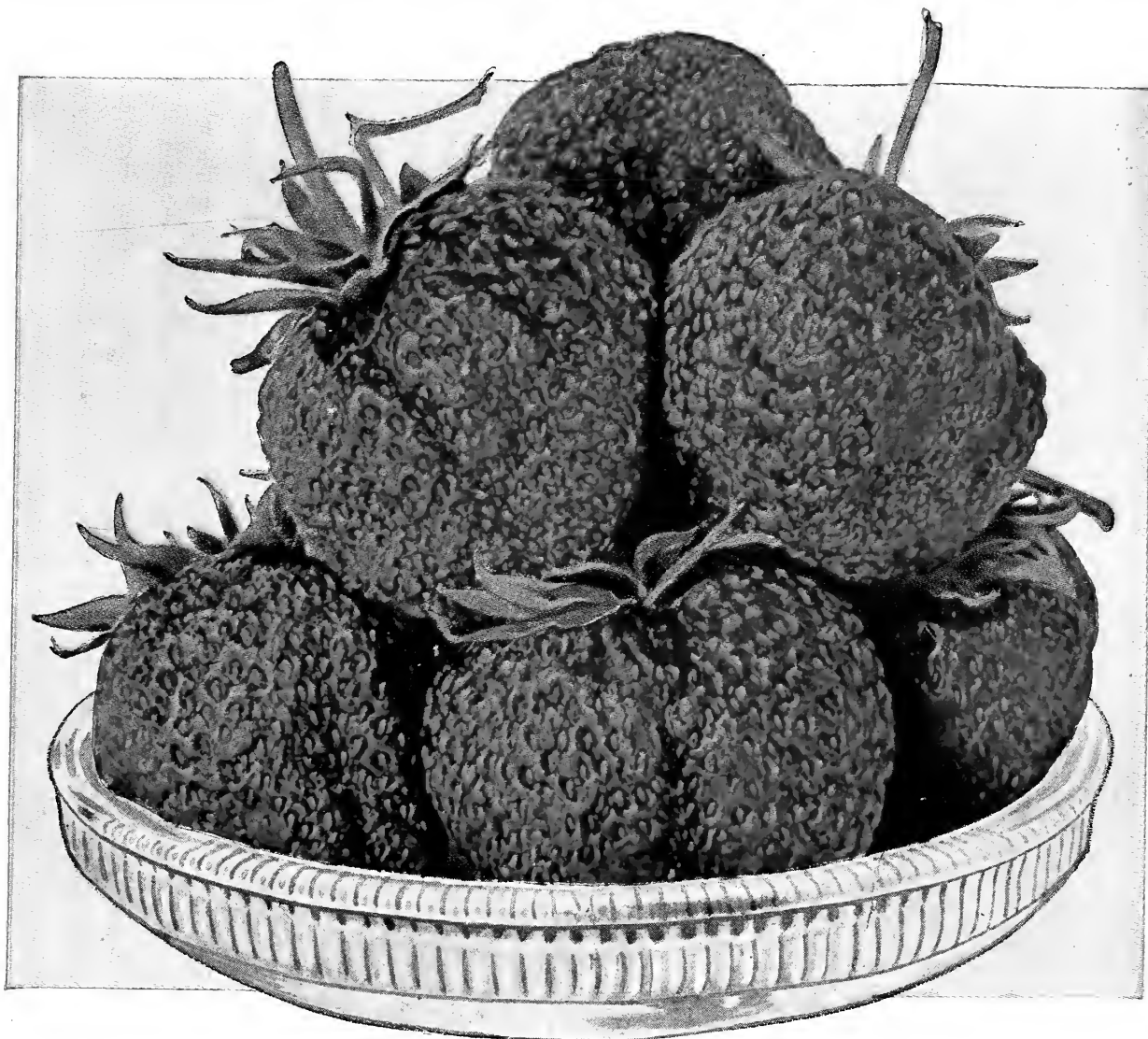
"Having grown different varieties of strawberries for the past 25 years, I can truthfully say that the **Cooper** variety is the best berry ever introduced."—ANDREW HASS, Buchanan, Mich.

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"Having picked berries for you, I want to say that your new berry **Cooper** is the largest strawberry I have ever seen or picked, and I have picked berries for years. Eighteen berries filled a quart box, and they were fancy berries the eighth picking. Do not think it can be beat in all the world. There could be no mistake in a large planting of them. It is such a pleasure to pick them."—MRS. JOHN HUSS, R. D. 7, Cassopolis, Mich.

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"I have canned the **Cooper** strawberry for my home use and have some left from last year that are as nice as when canned, good color, stay whole, and we think the best we have ever put up. A flavor that you cannot forget. My husband says they are the largest he ever saw."—MRS. LOUIE MINGLE, R. D. 7, Cassopolis, Mich.



## COOPER

### The Biggest and Best Strawberry Ever Offered

We are offering this wonderful new variety this season with the honest conviction that it is destined to become leader supreme of the Strawberry family. It is the most beautiful, largest and heaviest yielding variety we have ever seen and we have tested hundreds in our more than forty years experience in the Strawberry business. Cooper is a chance seedling discovered by Mr. B. A. Cooper of Cassopolis, Michigan. Its origin is unknown as Mr. Cooper had never grown Strawberries previous to the discovery of this new variety. Mr. Cooper's farm is not located in a fruit growing section but since the discovery of this variety some years ago, Mr. Cooper has grown this variety extensively, as there was a ready market for his fancy large berries.

One of our friends in Niles, Michigan, who had been buying berries of Mr. Cooper, for home use, told us about the large, fancy berries. We finally became interested and during the Strawberry season of 1919 we visited Mr. Cooper's farm. The sight we saw was well worth the trip. We were amazed. We had never seen such large, fancy fruit. In appearance they were similar to large over-grown Dunlap—BUT THE FLAVOR was the greatest surprise of all, we had never bit into anything so SWEET and LUSCIOUS.

Mr. Cooper followed the hill system of culture, and the plants were a sight indeed, several crowns to a plant, 10 to 20 fruit stems and every stem literally loaded with the wonderful large berries. We could not find any small crippled fruit, in size they varied from BIG to LARGE and LARGER.

We want everyone who gets our catalog this season to buy COOPER, the STRAWBERRY SUPREME. We will guarantee them to be the largest and fanciest strawberry you have ever grown. We are offering them at a reasonable price. We are offering them only by the hundred as we want to supply every reader of this catalog. We control this wonderful new variety and you cannot buy them elsewhere. Price, 75c for 6; \$1.25 per doz.; \$2 per 25; \$6 per 100.



# Emlong's Wonderful Improved Progressive

The wonderful Everbearing Progressive produce a big crop of berries the same season they are planted, that is the plants set in April or May commence bearing in July or August and will bear continuously until frost kills the blossoms. The producing qualities of the Progressive are really unbelievable. We have often counted more than 150 berries and blossoms on a single plant. The fruit is all that can be desired in quality, flavor and appearance, and certainly surpasses all other varieties for home use as it is excellent for preserving and will provide fresh Strawberries all summer and fall.

## Plant Progressive for Pleasure and Profit

Our Progressive are making big money for our customers in all parts of the country. We could fill this book with descriptions and reports of big crops and big profits realized by our customers growing these wonderful berries, still you could not realize their true value. Our Progressive must be seen when they are fruiting to be fully appreciated. Just imagine the wonderful sight of dark red, large delicious berries hanging on the plants in clusters as late in the season as Thanksgiving Day. Buy some of our Progressive plants this season and we will prove to you conclusively that our Progressive are real Everbearers. We receive letters nearly every day during the summer and fall from our customers telling of their success with our Progressive Everbearers. Here are just a few of them.

Mrs. Chas. Aiken, of Nebraska, reports: "Very dry here but the 100 Progressive produces all the berries we can use."







## Delicious Fruit

### From July Until Frost

Frank Thomas of Illinois, says: "Your Progressive are great. I am picking 100 quarts of berries per week from the 500 plants purchased this Spring."

Chas. H. Dehring of Michigan, says: "Progressive are all you say of them, bearing heavily; will plant a lot next Spring."

Wesley Bower of Nebraska, says: "Did not lose one Progressive plant. They are wonders. Picked 32 berries from a single plant."

Frank Snyder of Ohio, says: "Will plant only Progressive hereafter. Best for home use."

Miss Kate Wilson of Indiana, says: "Progressive averaged over 1 quart per plant last season. Sold readily for 50 cents per quart."

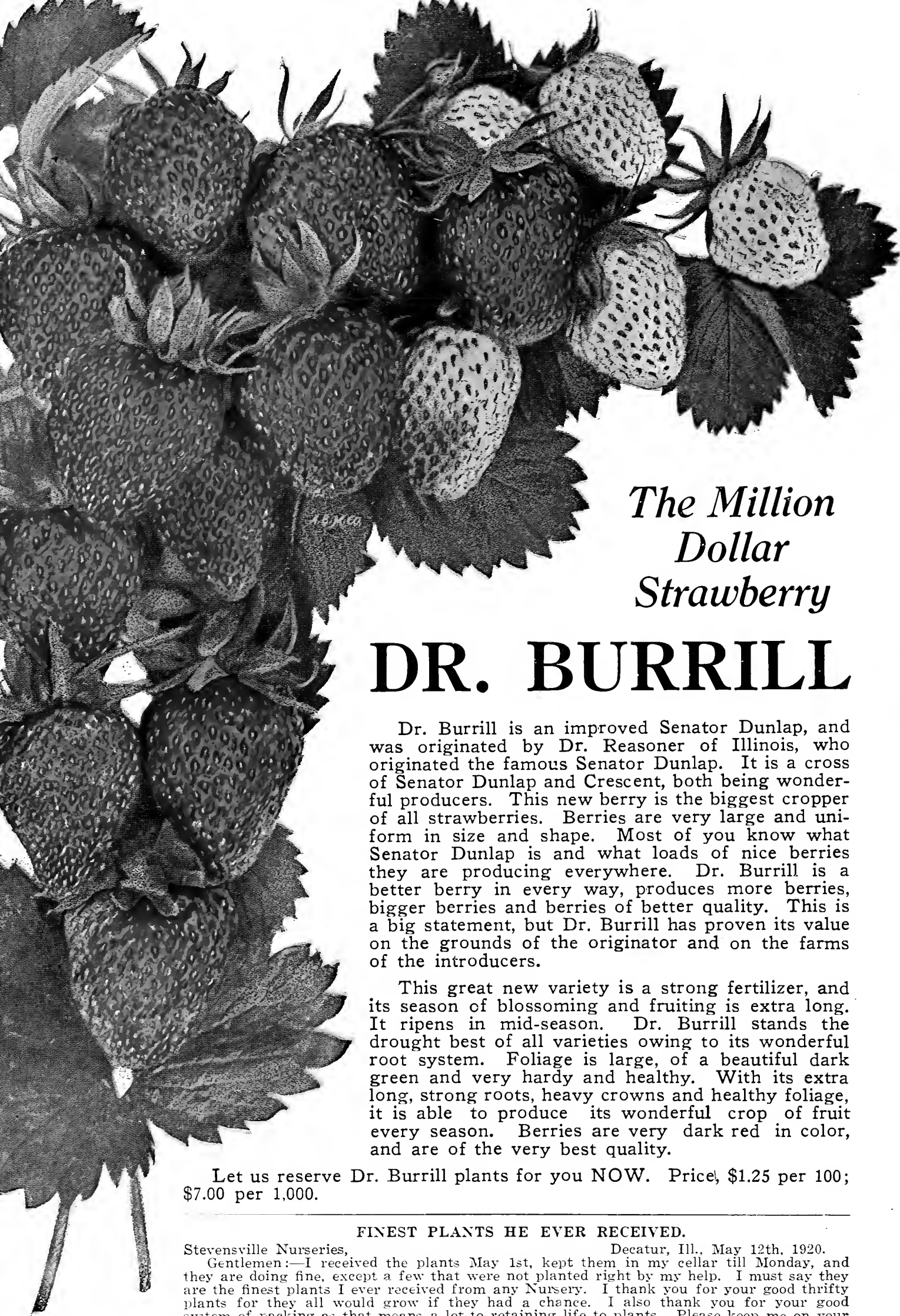
The above crops were harvested the same season the plants were set. You can do the same by planting our Progressive, our big healthy plants makes it easy for you to grow successful crops.

### Our Offer to Doubting "Thomases"

To anybody doubting the wonderful yielding qualities of our Famous Progressive Everbearing Strawberries we will stand the expense of a visit to our farms during the months of August, September, or October, if we cannot show you our Progressive bearing a big crop of Strawberries. This is a liberal offer and should prove to you beyond a doubt that our Progressive are real Everbearers.

We want your order for Progressive this season. We GUARANTEE them. Our plants are large, healthy, and true-to-name. Price, \$2.25 per 100; \$18.00 per 1,000.





*The Million  
Dollar  
Strawberry*

## DR. BURRILL

Dr. Burrill is an improved Senator Dunlap, and was originated by Dr. Reasoner of Illinois, who originated the famous Senator Dunlap. It is a cross of Senator Dunlap and Crescent, both being wonderful producers. This new berry is the biggest cropper of all strawberries. Berries are very large and uniform in size and shape. Most of you know what Senator Dunlap is and what loads of nice berries they are producing everywhere. Dr. Burrill is a better berry in every way, produces more berries, bigger berries and berries of better quality. This is a big statement, but Dr. Burrill has proven its value on the grounds of the originator and on the farms of the introducers.

This great new variety is a strong fertilizer, and its season of blossoming and fruiting is extra long. It ripens in mid-season. Dr. Burrill stands the drought best of all varieties owing to its wonderful root system. Foliage is large, of a beautiful dark green and very hardy and healthy. With its extra long, strong roots, heavy crowns and healthy foliage, it is able to produce its wonderful crop of fruit every season. Berries are very dark red in color, and are of the very best quality.

Let us reserve Dr. Burrill plants for you NOW. Price, \$1.25 per 100; \$7.00 per 1,000.

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### FINEST PLANTS HE EVER RECEIVED.

Stevensville Nurseries,

Decatur, Ill., May 12th, 1920.

Gentlemen:—I received the plants May 1st, kept them in my cellar till Monday, and they are doing fine, except a few that were not planted right by my help. I must say they are the finest plants I ever received from any Nursery. I thank you for your good thrifty plants for they all would grow if they had a chance. I also thank you for your good system of packing as that means a lot to retaining life to plants. Please keep me on your list as I want to order from you when I need more plants.

C. W. MARSHALL.





Henry Emlong & Sons,  
Stevensville, Mich.

Crystal Lake, Ill., Sept. 17, 1920.

Gentlemen.—I am enclosing photo of the field of strawberries grown from the plants I purchased from you in the spring of 1919. They were certainly a fine lot of plants; every one of them made a fine growth, as the photo shows. This summer I made a net profit of \$2,150.00 from a half acre of Progressive and two acres of Dr. Burrill. The Progressive is a good spring variety as well as a wonder in the fall. Your records will show that I purchased 30,000 Progressive plants from you this spring. They were a dandy lot of plants and made an excellent growth. We began picking them the latter part of July, and they are still loaded with green berries. We are selling them for 35 cents per quart, and cannot supply the demand. I will say that the Everbearing strawberries are the only varieties to grow.

CHAS. L. TECKLER.

## Why You Should Plant Everbearing Strawberries

- 1st. They will thrive on any good soil that will produce ordinary garden or farm crops. They are just as easy to grow as the common or standard varieties.
- 2nd. They are exceedingly hardy and produce an enormous amount of delicious fruit. Our improved Progressive often produce over a quart of berries per plant.
- 3rd. Everbearing Strawberries are in large demand and sell for big prices. Our customers everywhere are making big money growing them.
- 4th. **THEY BEAR THE SAME SEASON THEY ARE PLANTED.** The plants set in April will commence bearing the latter part of July and will continue all summer and fall.
- 5th. They are profitable when grown for market. They should be planted in every garden in the country, as they provide healthy, wholesome food all summer and fall.
- 6th. A few dollars invested in Everbearing Strawberry plants will save a **great many** dollars on your grocery bill, and at the same time promote your health and happiness. You should order your Everbearing plants now as they are in large demand.

### Cultural Instructions

Owing to the wonderful productiveness of the Everbearing varieties they are strong feeders, consequently you should have your soil in good condition. If the following simple directions are followed we will guarantee the Everbearers to produce a heavy crop of fruit three months after they are planted. If possible select a rich sandy loam soil (this is not necessary but preferable), cover with well rotted stable manure, and turn this under to a depth of about six inches. This will give the roots something to work on, and your plants will make a wonderful growth. Harrow and roll or float the soil thoroughly as the Strawberry plants want a well mixed and compact soil. Before harrowing the soil, the last time, distribute a good commercial fertilizer at the rate of 200 pounds per acre. This will hasten the growth and tends to discourage the work of grubs and other insects. You are now ready to plant and this should be done very carefully. After planting you should cultivate and hoe them once a week, this will promote the growth and destroys weeds. Keep all blossoms off the plants until July 15th., and the runners should be removed as fast as they appear. If this method is followed the plants will reach an enormous size and will yield big, red, luscious berries in countless numbers. We have picked as high as 38 berries from a single plant at one picking. For field culture we recommend planting the Everbearers 16 inches apart in the row, with the rows three feet apart. For garden culture 16 inches apart in the row, with the rows two feet apart.



Strawberries, Corn and Pumpkins, Ripen Together.

## Progressive

The most productive, and all things considered the very best Everbearing Strawberry ever introduced. Progressive is a sure cropper and produces its big load of berries every year. We have never known it to fail. The plant closely resembles Dunlap, it is slender, long rooted and a very thrifty grower; foliage is ample, free from disease and a beautiful rich green. If allowed to make runners the Progressive will bear on the new set plants, even before they take root. However, for the best results we advise cutting off all runners, if this is followed the plants will attain an enormous size. They will throw out from 8 to 15 fruit stems and the berries will be large and beautiful. The berries of the Progressive are of excellent quality, delicious flavor and beautiful color. They cannot be surpassed for home use, being equally delicious if eaten fresh or after canning. Many of our customers are growing Progressives for market, and they are making big money as the fruit sells readily at big prices.

Order your Progressive today, there is never enough to supply the demand. **Price \$2.50 per 100; \$18.00 per 1000.**

## Superb

Superb owes its popularity to the extra large size of the berries. It is not nearly as productive as the Progressive, nor is the quality and flavor nearly so good as the Progressive. However, the Superb is a fine berry and like the Progressive will bear a wonderfully large amount of fruit in June, and will also bear in the summer and fall of the first year. We recommend hill culture for all varieties of Everbearing Strawberries and if this method is followed the Superb will yield a large amount of fruit. Include Superb in your order this season. **Price. \$2.50 per 100; \$18.00 per 1000.**

St. Clairesville, Ohio, May 10, 1920.

Gentlemen:—I received the 500 Gibson Strawberry plants in fine condition; they are the finest lot of plants I have ever received.

FRANK ASHWORTH.

Brighton, Ont., March 13th, 1920.

Gentlemen:—Please send your catalog as I wish to plant some berries this Spring. Your plants are spoken of very highly here and I wish to order some.

UNION FARMERS' CLUB, No. 503.

Per S. J. GINSON.

Leamington, Ont., May 8th, 1920.

Gentlemen:—Received my Strawberry plants today. They were on the road 12 days, but they are in fine shape, due to excellent packing and I am well pleased with them.

R. W. ALLYN.

Cannonsburg, Pa., June 18th, 1920.

Gentlemen:—I bought 1,000 Charles I. plants of you and they have done excellent. I want to buy a lot more next Spring and will buy of you, of course. Please send catalog.

JOHN SMITH.



Cooper Strawberry.

## General List of Strawberries

We are listing only the varieties having real merit. It is necessary to grow varieties that produce high quality fruit over a long season. Your success in the berry business depends on the quality of the plants you buy. They must come from soil that produces plants of the highest fruiting capacity. We have that kind and want your order this season. We can provide you with the finest plants it is possible to grow.

All strawberry blossoms are either staminate (perfect) or pistillate (imperfect). The imperfect varieties which are marked (IMP.) should have a perfect variety, marked (PER.) set every third row to pollinize the blossoms of the imperfect varieties. The perfect varieties will do as well if planted by themselves.

### New Varieties

**COOPER.** See pages 16 and 17 for illustration, description and testimonials from persons who have seen this new berry. We have tested hundreds of new varieties in our long experience, but **Cooper** is the first one that we would recommend to our customers. Our supply of plants is limited, and we want every one of our readers to get started with them, therefore we are limiting the quantity to be sold to a customer. You cannot buy **Cooper** plants elsewhere as we have the sole rights to them. We have been watching the **Cooper** for two years, but have not discovered a poor characteristic. Following are a few of its good points and they are ample reason why you should include **Cooper** in your order.

1st. It is a perfect flowering variety. It can be grown by itself with the best of results. Season is early to medium early, a very strong pollenizer, therefore valuable as a mate for the earlier pistillates.

2nd. It is a wonderfully large plant, in fact the biggest strawberry plant we have ever seen. It is not unusual for the leaves and fruit stems to attain a height of 18 inches. It is a very prolific plant maker, for so large a plant and will make an ideal fruiting row.

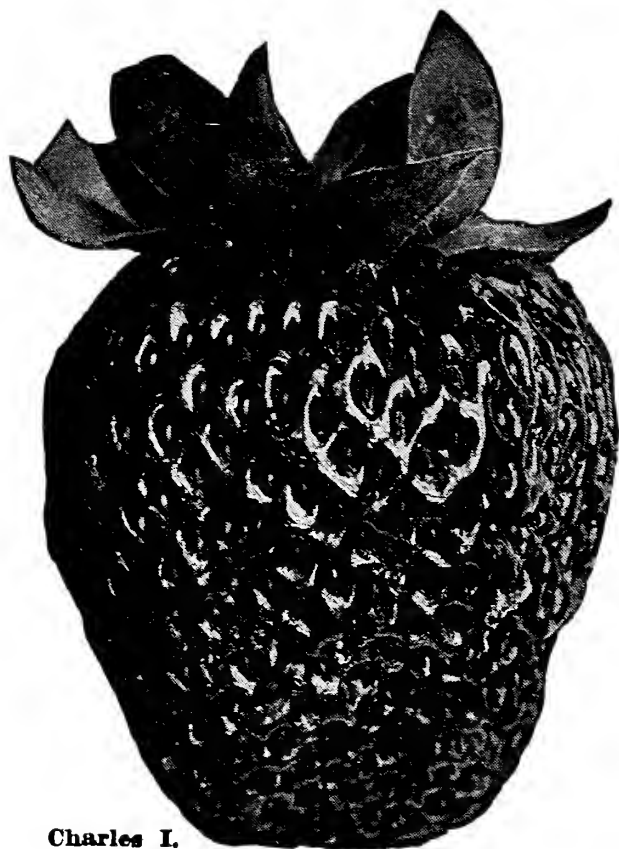
3rd. **Quality and amount of fruit produced.** This is really where **Cooper** outshines any variety we have ever grown. The biggest and best strawberry without a fault. **Never a berry with a sign of a core, never a berry that is hollow, never a green tip.** A flavor that you cannot forget. A beautiful bright red color.

4th. **Size.** Nothing can approach it, 18 to 30 berries will fill a quart box. Many of the berries will measure 6 inches around.

Order some **Cooper** this season, they will prove every word of the above. **Price, 75c for 6 plants; \$1.25 for 12; \$2.00 for 25; \$6.00 per 100.**

Owing to the great expense of testing this new variety, we must protect ourselves, therefore we request that all purchasers of **Cooper** plants sign the agreement on back of order sheet. No **Cooper** plants will be sold without this agreement.





Charles I.

## Extra Early Varieties

**PREMIER (PER.)** The fanciest and biggest yielding early variety ever introduced. See illustration in color and complete description on inside front cover. Premier is without doubt the greatest early berry ever offered. It is fully a week earlier than Charles I. The berries are larger and of much better quality than Charles I, in fact the size and quality of Premier berries are all that could be desired in any variety. This is saving a lot for an extra early variety but thousands of our customers will bear out the above statement.

We want every one of our customers to plant heavily to Premier this season. It is a grand variety and we will guarantee it to please you whether grown for home use or market. The fruit begins ripening with the earliest varieties and continues until the later varieties are at their best. It succeeds in all climates. The fruit is deeply and richly colored and very firm, which makes it a splendid shipper. As to productiveness no other early variety equals it and the quality of the fruit is simply superb. We urge you to plant Premier. We have a fine supply of plants and hope to supply the large demand. **Price, \$1.25 per 100; \$8.00 per 1000.**

## Early Varieties

**CHARLES I (PER.)** Charles I is a very productive early variety, berries large, good quality and color. The plants are large and deep rooted making it an excellent drouth resister, and it will do well under most trying conditions. It is a strong pollinizer and an excellent variety to grow with the midseason pistillates. **Price, \$1.25 per 100; \$7.00 per 1000.**

**CAMPBELL'S EARLY (PER.)** This is a newer early variety originating in New Jersey. It ripens about with Charles I. It produces large healthy plants with an abundance of upright foliage which protects the great crop of beautiful berries which are second to none in appearance and flavor. One great feature of this new variety is the fact that every berry grows to full size with no knotty or ill-shaped ones, it ripens perfectly over all. We fully recommend this variety with the assurance it will please all who will give it a fair trial. **Price, \$1.25 per 100; \$7.00 per 1000.**

## Mid-Season Varieties

**HAVERLAND (IMP.)** One of the most profitable pistillate varieties ever introduced. Exceedingly productive; fruit large and very fine quality and flavor. Haverland is one of the very best for medium markets. The plants are healthy, long rooted and will do well where a lot of other varieties will fail. It makes an ideal fruiting row under trying conditions and will give a handsome return to any grower. It is one of our most prolific bearers of large perfect shaped berries, it makes a very profitable market variety. Haverland has a very long fruiting season, berries are very easily picked, firm enough to ship and will you to include Haverland in command highest prices. We urge your order this season. **Price, \$7.00 per 1000.**

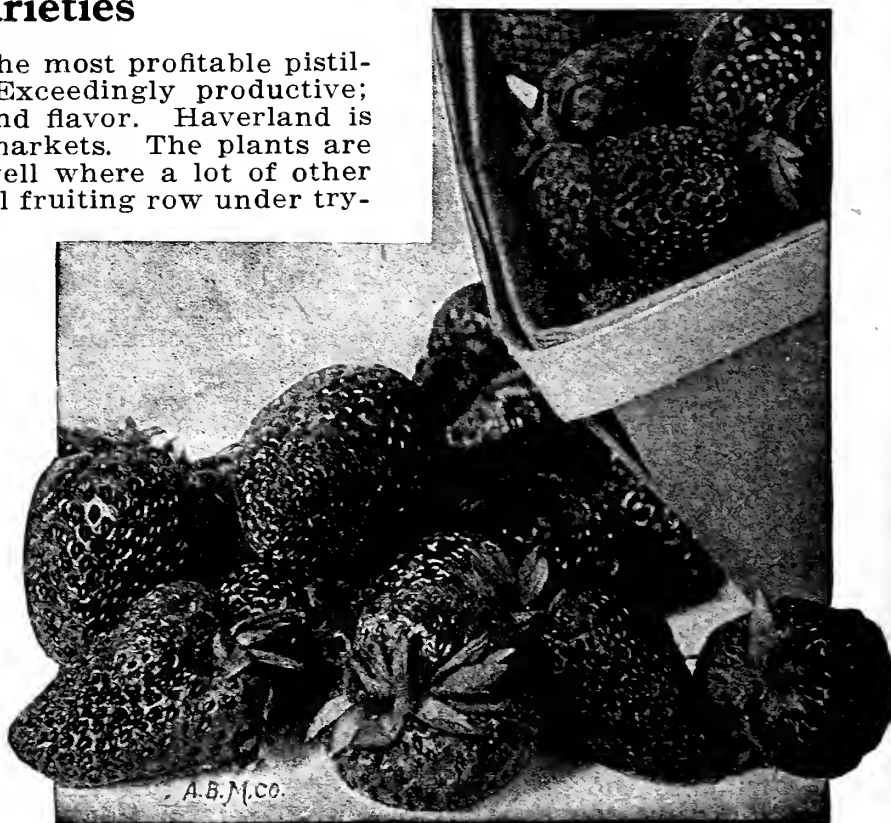
Cable, Wis., Jan. 23rd, 1920.  
Gentlemen.—Inclosed find order for plants. The plants purchased of you last Spring have made an excellent growth.

J. C. PENDRAY.

Delmar, Ia., April 29th, 1920

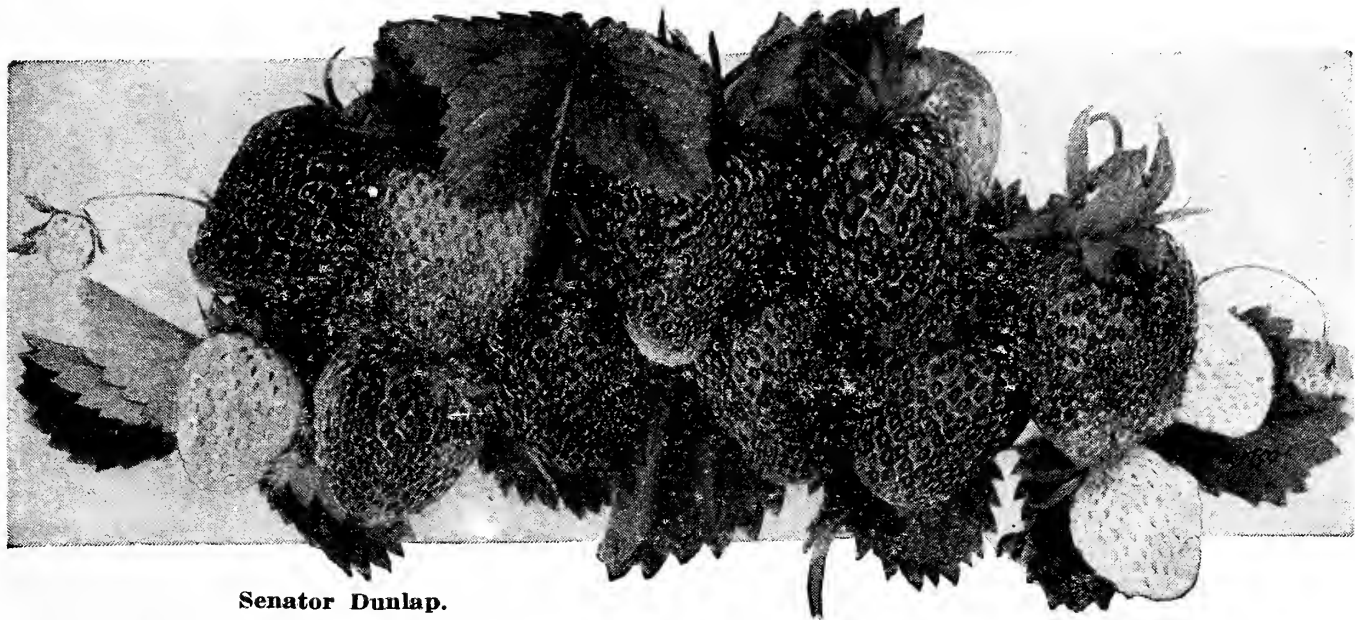
Gentlemen:—I received the Strawberry and Raspberry plants in good condition. They are the best I ever bought. Thanks for square dealing.

JOHN J. SMITH.



Haverland.





Senator Dunlap.

**SENATOR DUNLAP (PER.)** This variety is the most extensively grown strawberry in the United States. The demand for Dunlap plants far exceeds the supply every season. It is impartial to soil or climate and will do well wherever planted. It will produce big crops of fine fruit regularly. Dunlap resembles the Warfield in many ways and the two grown together certainly make a team that is hard to beat. The Dunlap is a perfect variety and a very strong pollinizer. The fruit is dark red in color, medium to large in size and the finest strawberry flavor. It is very firm and therefore an excellent variety for distant markets. It is without a doubt one of the very best varieties offered today as it has nearly all the points desirable in a perfect berry. Senator Dunlap will please you whether you grow it for market or home use. Its fine quality and flavor make it especially desirable for home use as it retains its color and flavor after preserving. It is in a class by itself for shipping as it will hold its color and firmness long after picking. Senator Dunlap will make money for you. **Price, \$6.00 per 1000.**

**DR. BURRILL (PER.)** The Million Dollar Strawberry. See complete description and illustration in colors on page 17. This new variety is recommended as the biggest cropper of all strawberries. Berries are very large and uniform in size and shape. Produces more berries, bigger berries and berries of better quality than Dunlap. Foliage is large, healthy and of a beautiful dark green. With its extra long, strong roots it is able to produce a wonderful crop of fruit. Berries are very dark red in color, extra solid and are of the very best quality for canning and home use as well as for distant or home markets. We have a fine supply of Dr. Burrill plants and hope to supply the constantly increasing demand for them. Send us your order early. **Price, \$7.00 per 1000.**

**WARFIELD (IMP.)** Warfield is similar to Dunlap in growth and fruiting ability, it should be grown wherever Dunlap are grown as the two together make a fruiting team that cannot be surpassed. The Warfield is a tall and extra strong grower. **Very hardy** and succeeds everywhere. It is one of the most productive varieties in existence. Berries are medium to large, smooth, very dark red and attractive. It is one of the very best shippers and canners grown today and should be in every garden and field in the country. Include Warfield in your order. We have some extra fine Warfield plants growing on our new ground. **Price, \$5.00 per 1000.**

**GLEN MARY (PER.)** Berries are large, dark red with prominent yellow seeds, giving it a beautiful appearance. The meat is rich and juicy, red in color and of very high flavor. Being very firm it is a good shipper and is a very popular market variety. It will command highest prices. It has no particular choice of soils and needs no petting. The roots are long and well developed providing plenty of moisture during drouth. The foliage is large, upright in growth and of bright glossy green color. The fruit stems are large and strong. It is only partially staminate therefore not desirable as a pollinizer for other sorts. **Price \$8.00 per 1000.**

South Milford, Ind., Aug. 12th, 1920.

Gentlemen:—I am sending you a photo of the patch of berries I planted in the Spring of 1919. The 1,000 plants produced nearly 1,000 quarts of berries this Spring, and it was the worst berry season we have had for a number of years, as it was so dry and hot. I will say that you cannot go wrong by planting Emlong's plants, as they are certainly hardy as the past season proved. I wish you could see my new bed that I planted this Spring; I tell you they are dandies. There are lots of people who look at them and want to know where I get my plants. I tell them from Henry Emlong & Sons and no others. You will get a lot of orders from here next Spring.

Yours very truly,

W. W. WERT.

Burlington, Wis., Feb. 13th, 1920.

Gentlemen:—Enclosed find order for Dr. Burrill plants. Last year I had one-tenth of an acre that netted me \$100.00 or at the rate of \$1,000.00 per acre.

JOHN. M. GRUETER.

Corunna, Mich., May 18th, 1920.

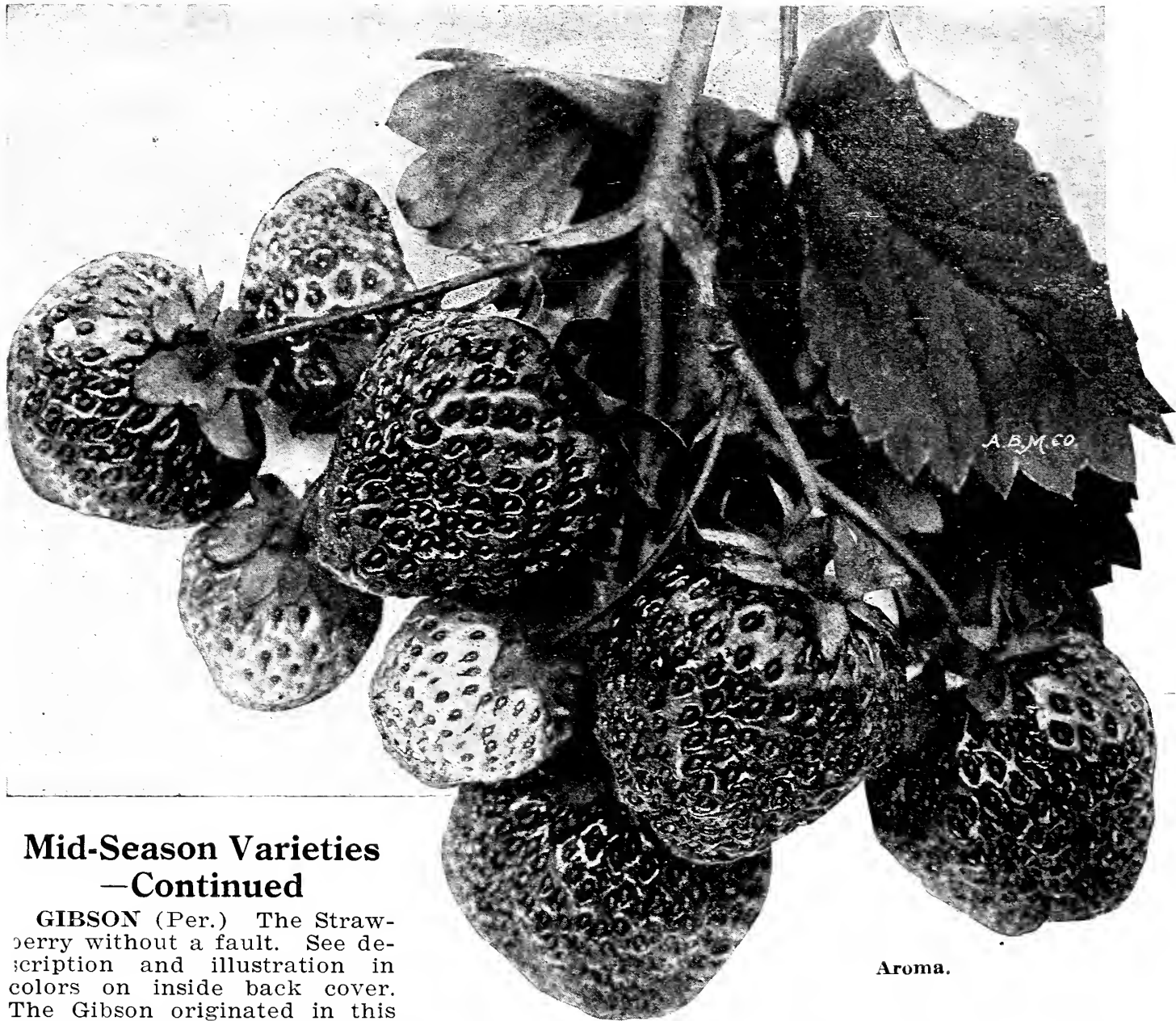
Gentlemen:—Received the plants in fine shape. Many thanks for your promptness in filling the order.

C. E. CASWELL.

Johnstown, Ohio, May 12th, 1920.

Gentlemen:—Received the Strawberry plants all right, and in good condition. Thank you very much for the extra plants.

MRS. PRICE GLYNN.



## Mid-Season Varieties —Continued

**GIBSON (Per.)** The Strawberry without a fault. See description and illustration in colors on inside back cover.

The Gibson originated in this country and we can furnish you with true-to-name plants. Gibson is fast becoming the leading commercial variety in the United States. It grows and succeeds in every soil and climate, which cannot be said of a lot of varieties.

Gibson is truly a wonderful variety and will make you more crates and more dollars per acre than the Dunlap. If restricted to one variety, Gibson is the berry we would tie to. We have never known of a crop failure with Gibson and many of our customers report the same. We have received hundreds of letters from our customers all over the country telling of the wonderful crop of berries produced by Gibson. The plants and foliage of the Gibson are perfect in every way. The foliage is produced in abundance which is beneficial in that it protects the great loads of berries from the direct rays of the sun. The fruit is immense—unsurpassed in quality, appearance and flavor, it is desirable for either home use or distant or local market and will command the top price anywhere. It is an excellent canning berry and in fact it has every quality to make it the **World's Greatest Strawberry**. We have the finest stock of true-to-name Gibson plants ever offered and can take care of your orders whether they are large or small. Order your Gibson plants today. Price, \$7.00 per 1000.

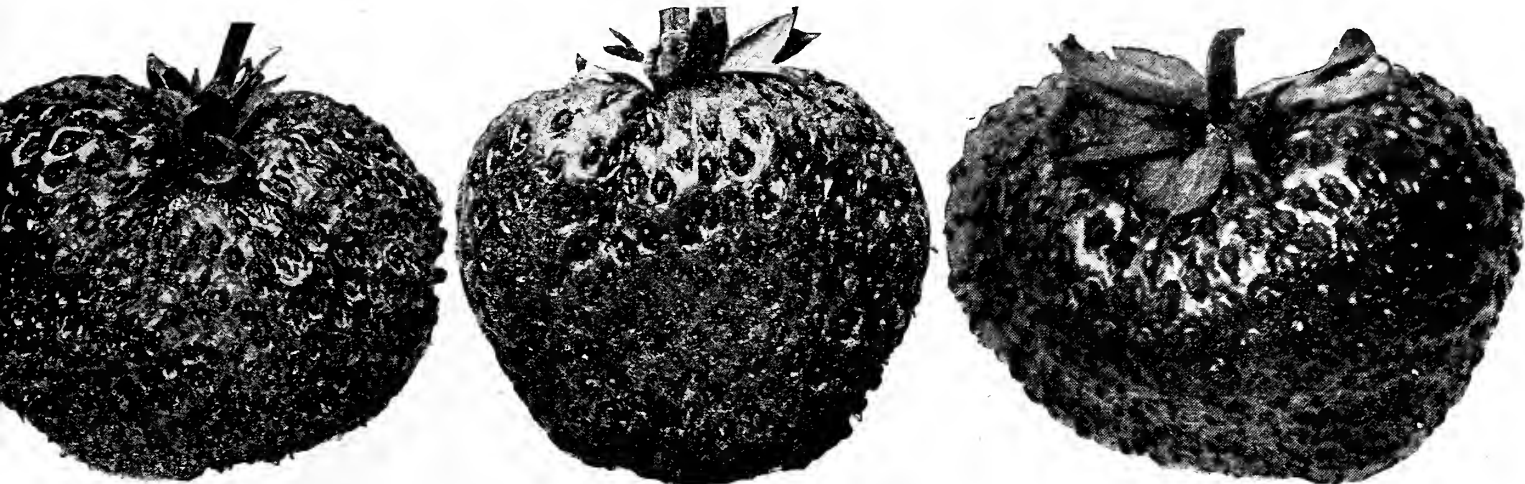
Aroma.

## Late to Extra Late Varieties

**AROMA (PER.)** The big money making late variety. There is always big money made in extra early and extra late varieties. To be a successful berry grower you must prolong your fruiting season as much as possible. By planting Aroma you will be picking a lot of berries after the heavy picking season is over, when there are not enough berries on the market to supply the demand. Aroma always sell for big money as they are fancy berries and enter the market during the slack season.

Aroma is one of the best varieties of Strawberries grown. They produce an immense amount of extra large, fancy looking berries and the quality and market value is the very highest. We want every one of our customers to plant Aroma this season.

While Aroma will do well on any good soil it is more adapted to the heavier soils. It will make an ideal fruiting row, the plants are strong and healthy and the crowns are unusually strong. The fruit is produced in abundance. Berries very large, roundish, rarely mis-shapen, glossy red color, excellent quality and flavor. An excellent market variety as it is very attractive. We guarantee Aroma to please you and make you big money. Price, \$7.00 per 1000.



Wm. Belt.

Sample.

Gandy.

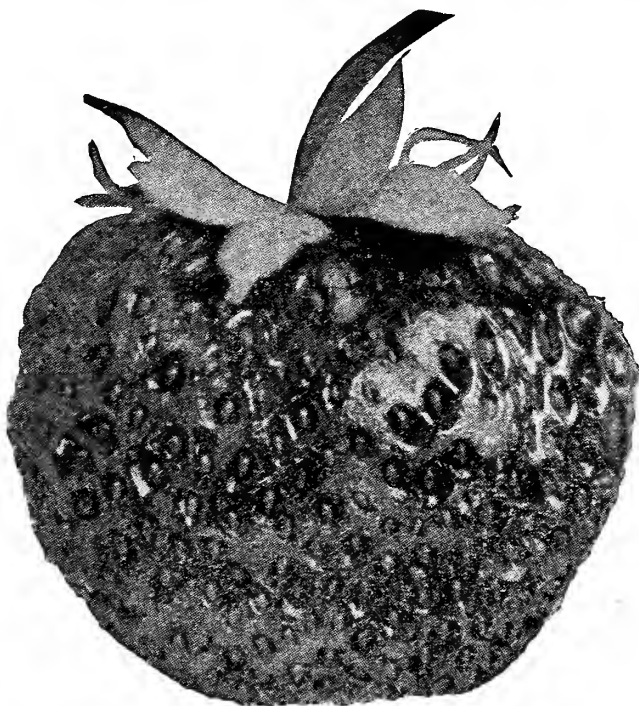
**GANDY (PER.)** A leading late variety. Must have rich soil to do its best. The plant is a strong grower, fruit large in size, uniform in shape and excellent quality. As it is very late and a fancy showy berry it is always quoted at the highest prices on all markets. **Price, \$8.00 per 1000.**

**BUBACH (IMP.)** Fruit large and handsome, roundish conical, bright scarlet, moderately firm, of fair quality. Plant a strong grower with a large healthy foliage and very productive. Succeeds on light or heavy soil. One of the best. Season medium to late. Desirable for home use or market. **Price, \$8.00 per 1000.**

**JOE JOHNSON (PER.)** This new variety originated in Maryland several years ago and has been well tested. It ripens about the same time as Sample. The Joe Johnson is very productive of bright red berries. It is a beautiful red with a bright green calyx, which adds greatly to its beauty and market value. Flavor is of the best, a perfect table and canning berry. It is one of the best shipping varieties. Has a perfect flowered blossom and is a strong pollenizer. **Price, \$8.00 per 1000.**

**SAMPLE (IMP.)** Plants are large, vigorous and perfectly healthy. A very strong grower and makes an ideal fruiting row. Sample is very productive of large, roundish conical, bright glossy red berries, color extending clear through. Colors all over at once. Firm and of good quality, ripening medium late and has a very long fruiting season, making it a very profitable variety. A splendid variety for canning or home use, as well as one of the very best late sorts for market. An excellent all-round berry. **Price, \$8.00 per 1000.**

**WM. BELT (PER.)** This variety originated in Southern Ohio. Among the fancy berries none are more uniform in size and shape than Wm. Belt, with the exception of the first berries to ripen which are sometimes coxcombed. Wm. Belt is without doubt the finest flavored strawberry ever offered, with the exception of our new berry Cooper. The quality of Wm. Belt is unsurpassed. It will bring top prices on any market. The plant is a good thrifty grower with strong roots, and makes just enough plants for a good fruiting row. **Price, \$8.00 per 1000.**



Bubach.

Avon, Ill., May 12th, 1920.

Gentlemen:—My plants arrived in fine condition. I am very much pleased with them.

REX A. STEVENS.

Kalispell, Mont., June 4th, 1920.

Gentlemen:—Received the Strawberry and Raspberry plants all O. K., they are fine plants and we are well pleased.

A. M. HODGSON.

Hales Corners, Wis., June 2nd, 1920.

Gentlemen:—I recently received from you a shipment of fruit plants, which arrived in good condition and are getting along nicely. I have interested some of the farmers in this locality in growing small fruit, and you can depend on a large order from here next season.

F. A. SCHMIDT.

Indianapolis, Ind., June 4th, 1920.

Gentlemen:—I received the shipment of plants some time ago. Cultivated them today and find that not more than a dozen plants in the whole lot failed to grow. Shall remember you in the future.

F. C. SMITH.

Springville, N. Y., June 3rd, 1920.

Gentlemen:—Your last box of plants received in fine shape. They are beautiful, strong plants. Thank you. I will remember your courteous treatment next year when I want plants.

MRS. E. S. CHURCHILL.





Kellogg's Prize.

### Late to Extra Late Varieties—Continued

**KELLOGG'S PRIZE (IMP.)** We have fruited this wonderful late variety for several years and our faith in it becomes stronger each season. We find that the introducers gave it a very accurate description and we can say that it is all and more they claim it to be.

"Kellogg's Prize is unquestionably the heaviest fruiting late variety yet introduced. The berries of Kellogg's Prize are not only borne in large quantities but are very beautiful, and their quality is ideal in every respect. It has no preference for any particular soil or climate but produces its customary load of berries wherever it is grown. It is a very strong growing pistillate or female variety, makes a tall foliage which protects the blossoms from frost and affords shade for the berries. In every way it is a late variety that will win the admiration of everyone who grows it, and we are confident that no variety will make the grower a larger profit than Kellogg's Prize. Growers who start with only a few plants have increased their acreage every year. We are confident that we could do you no greater favor than to order Kellogg's Prize, whether you grow berries for home use or market".

Please note these qualifications:

**Productiveness.** The vines are simply loaded with berries.

**Color.** A beautiful dark glossy red.

**Size.** One of the largest berries ever grown.

**Shape.** Round and regular.

**Fruit Stems.** Plants strong and upright.

We have a fine supply of Kellogg's Prize plants. Price, \$1.25 per 100; \$8.00 per 1000.

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#### KELLOGG'S PRIZE PLEASE OUR GROWERS.

Henry Emlong & Sons,  
Stevensville, Michigan.

West Salem, Ill., Feb. 15.

Gentlemen:—Please let me know if you can furnish the following list of plants. We bought plants from you several years ago, and they are all O. K., strong plants and good yielders. The Kellogg's Prize are, we think, the very best we have tried in our 25 years experience, and we are very anxious to get this kind as it seems to be suited to our soil. We have tried most varieties and we know when we have a good one. Please advise if we can depend on getting the plants.

J. M. LUTHER.



Early King Red Raspberries.

## Red Raspberries

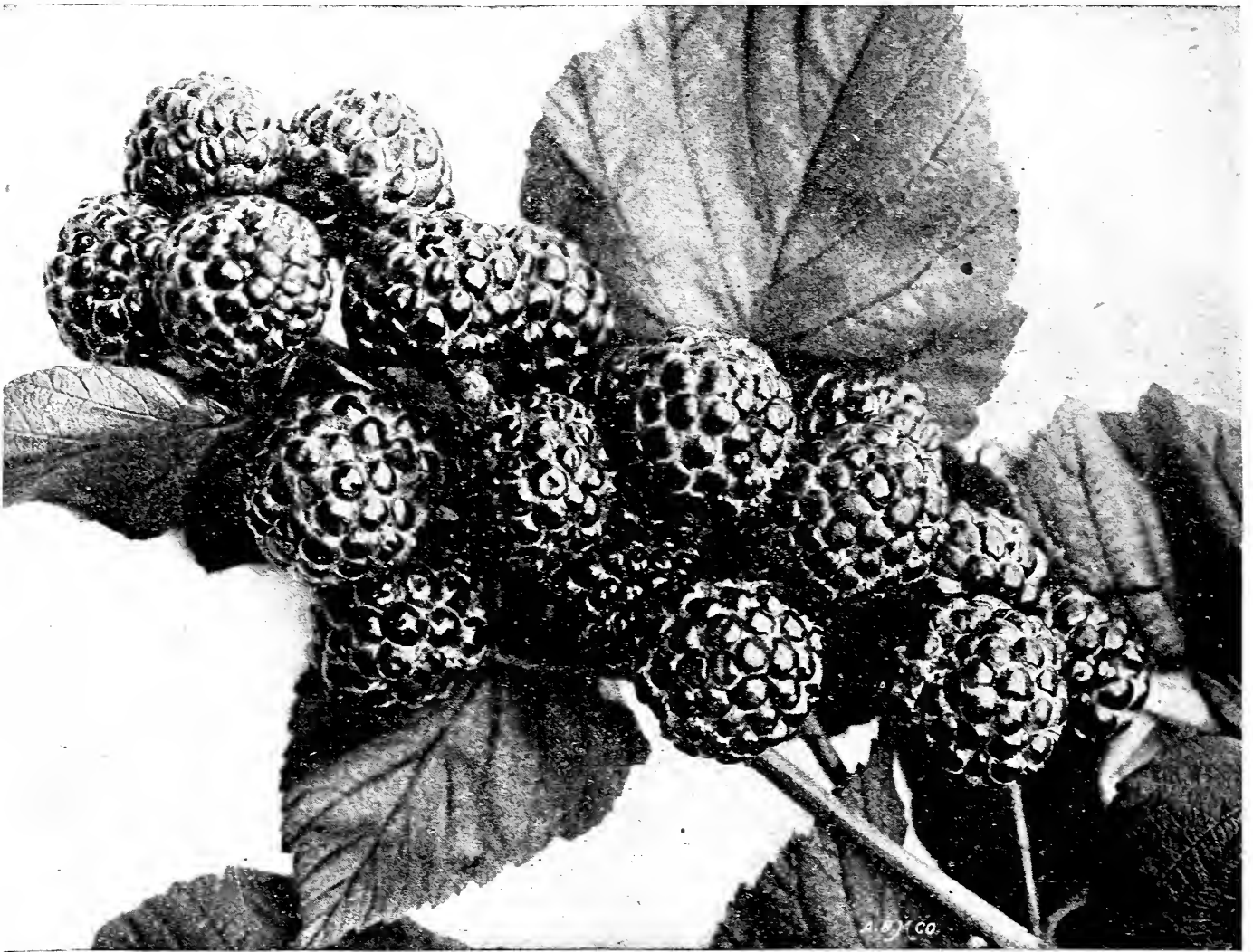
### The Big Money Crop for Fruit Growers

Any good well drained soil will grow Red Raspberries. They should be grown in every garden and on every farm in the country. The Raspberry is a very delicious fruit and it is in great demand everywhere. A field of raspberries will last from six to ten years, and they will certainly return the grower a handsome profit. For field culture raspberries should be planted three feet apart in the row with the rows six feet apart. They should be planted as early in the spring as possible. Keep the raspberries in hills as much as possible, and do not leave more than six good strong canes to a hill. All young shoots appearing between the hills and between the rows should be cut off as fast as they appear. Remove all old wood as soon as the fruiting season is over, and in the spring after freezing weather is over cut back the young wood to a height of not more than 30 inches. We have a fine supply of raspberry plants and want every one of our friends to order this season. They will make big money for you.

**EARLY KING.** The **KING** of the Raspberry family. This is really a wonderful early Red Raspberry. We know from experience that you can make more money per acre from raspberries than from any other crop you can grow. Many of our neighbors make a net profit of \$400.00 to \$800.00 per acre growing raspberries for Chicago markets, and if you have a home market you could easily realize a profit of \$1000.00 per acre growing raspberries.

The King will ripen as early as any variety of raspberry and owing to its wonderful fruiting quality will continue after other varieties are gone. The berries are very large, firm, beautiful red color and very easily picked. The canes are perfectly hardy and we have never known King to winter kill. Early King is the most profitable variety of Red Raspberry grown and always brings the very top market price. We want you to include King in your order this season. We guarantee you satisfaction. The King is absolutely free from disease and will thrive on any soil or in any climate. We have a fine supply. **Price, \$3.00 per 100; \$20.00 per 1000.**

**CUTHBERT.** This is one of the most profitable of the old standard varieties. It has been grown in all sections of the country and has given excellent results both for home use and commercial purposes. Cuthbert is a very vigorous grower and an excellent cropper. The berries are very large and the finest of raspberry flavor. Cuthbert is very hardy and can be grown successfully in all sections. It is the one great raspberry for home use. An excellent canning berry. If you want a raspberry for home use order Cuthbert. **Price, \$3.00 per 100; \$20.00 per 1000.**



**Cumberland Black Raspberries.**

**ST. REGIS.** The wonderful Everbearing Raspberry. St. Regis should be grown in every garden in the country. This wonderful raspberry will give you a big crop of berries from July until frost. St. Regis begins ripening with the earliest red raspberries and continues bearing on the young canes all fall. Berries bright crimson, large size, sugary, rich with full raspberry flavor, very firm and a good shipper. Canes stocky, of good growth, with abundance of dark green, leathery foliage. St. Regis is a very heavy bearer in the regular raspberry season, and in addition they continue bearing all summer and fall, providing the delicious raspberries for your home use.

We have a fine supply of real true-to-name St. Regis plants and are quoting them at a very reasonable price. We want you to order a hundred or more for your garden, you will say it is the best investment you ever made. **Price, \$3.50 per 100; \$25.00 per 1000.**

## **Black Raspberries**

Can be grown profitably on any good well drained soil. There is **Big money in Black Caps** and a crop failure is unknown. For best results Black Raspberries should be planted **very early** in the spring. For field culture they should be planted four feet apart in the row with the rows six feet apart. This requires about 1,800 plants per acre. When the young canes reach a height of about two feet they should be cut off, they will then branch out and form a bush. These young branches should be trimmed back to a length of 6 inches in the spring. You will get big berries if this method is followed. All the old wood should be removed and destroyed after the fruiting season.

Order Black Raspberries this season, there is nothing more delicious than fresh Black Caps, and Black Raspberry jam or preserves cannot be beat.

**CUMBERLAND.** The "Business Black Cap". Cumberland is a wonder in size of berries and vigor of plant growth, and is as hardy as any variety grown. It has no disease of either cane or foliage, grows luxuriantly wherever planted. It is tremendously productive of extra large berries, not approached for size, quality or appearance by any variety. Cumberland's season for ripening just follows Kansas and its fruit has about the same texture and high quality as that grand variety. Every family should have a hundred Cumberland bushes in their garden, while market planters cannot possibly have too large an acreage of this great money maker. There is no doubt in our minds but that Cumberland is the very best Black Cap ever introduced. Order them this spring. **Price, \$3.00 per 100; \$20.00 per 1000.**



**PLUM FARMER.** Although this is one of the newer introductions in Black Raspberries, it has come rapidly to the front and is in large demand by growers everywhere. This is pretty good evidence that it is a profitable variety to grow. It is being planted very heavily in this section, as it is early and therefore a big money maker for the growers. The berries are of large size and excellent quality, they are coal black but covered with some bloom which gives them a bluish appearance. The canes are strong growers and very hardy, and produce a very large crop of fruit which is matured quickly. You will not make a mistake by planting heavily to Plum Farmer. You should grow Black Raspberries to fill out your slack season between Strawberries and Red Raspberries and Plum Farmer will bring you big money during this time. **Price, \$3.00 per 100; \$20.00 per 1000.**

**KANSAS.** One of the best and most widely known early varieties. In some sections it is planted more heavily than any other sort. The canes are strong and healthy and produce large crops of fruit. Berries are jet black, of good size, firm, sweet and of best quality. Our growers report excellent profits made from Kansas, and we know it to be a very profitable variety. We have a fine supply of Kansas. **Price, \$3.00 per 100; \$20.00 per 1000.**

**GREGG.** This is the leading late Black Raspberry. Fruit very fine flavored, extra large and good quality. Canes healthy and hardy and will succeed on nearly any soil. Gregg is well and favorably known all over the country and is in large demand for canning and evaporating purposes. **Price, \$3.00 per 100; \$20.00 per 1000.**

## Purple Raspberries

**COLUMBIAN.** The great pie and canning berry. While we do not recommend the purple caps for commercial purposes we would like to have every one of our customers order some for table use. They are certainly delicious. Fruit very large often an inch in diameter. Shape somewhat conical. Color dark red, bordering on purple. Adheres firmly to the stem. The Columbian has a distinct flavor of its own, it is a delicious table berry and the very best berry grown for table use and pies. We have a fine supply of Columbian plants. **Price, \$4.00 per 100; \$30.00 per 1000.**

Harbor Springs, Mich., Jan. 11, 1920.

Gentlemen.—I am in the market for Cumberland Raspberry plants. Please send catalog and prices. I wish to buy of you as the plants sent us last year have done fine.

ROY B. ALER.

Mt. Vernon, Ohio, May 19th, 1920.

Gentlemen.—My order of Strawberry plants was received the 17th. The plants were fresh, strong, and in fine condition. I thank you and assure you of my future business.

GEO. W. KINGSBURY.



Grow Cumberland for Profit,



Eldorado.

## Blackberries

Blackberries will do well on any soil that is rich and well drained. For field culture they should be planted four feet apart in the row with the rows six feet apart. This requires about 1,800 plants per acre.

**ELDORADO.** This is one of the most profitable varieties of Blackberries under cultivation today. It is extremely hardy and a very strong grower. Canes are stocky and very productive of large jet black berries, flavor excellent, making it very desirable for home use. There is nothing in the world quite as good as blackberry jam or pies, and if you are without Eldorado Blackberries you are really missing something good. It is a very profitable commercial variety as it is a heavy yielder and a good quality shipping berry. Price, \$3.50 per 100; \$30.00 per 1000.

**MERSEREAU.** This early blackberry is by far the most profitable variety that has appeared since the advent of the Wilson over thirty years ago. It originated in Northwestern New York, and is grown successfully in very cold climates, without protection, never being injured in the least. In quality it is exceptionally sweet, rich, melting and luscious, being without core. The canes are of exceedingly strong, upright habit. They attain a very large height if unchecked, and are so stout as to always remain erect.

Foliage large, deep green, abundant and entirely free from rust. Its season is early to midseason, growers will not go wrong by planting Mersereau. Price, \$3.50 per 100; \$30.00 per 1000.

**BLOWER.** A very large Blackberry of finest flavor and jet black color. Fully as large as Dewberries. The canes grow upright and are perfectly hardy. This variety is one of the most productive under cultivation. Begin ripening in July and continues late. It always sells for highest market price. Price, \$3.50 per 100; \$30.00 per 1000.

**WILSON.** This wonderful old variety is the heaviest yielding blackberry grown. The berries are beauties, being very large and jet black in color. The flavor is delicious and the Wilson is far ahead of any other variety for home use. The quality of the berries cannot be surpassed and they will stand long distance shipping with the best of them. Price, \$3.00 per 100; \$25.00 per 1000.

Sparta, Wis., May 14th, 1920.

Gentlemen:—I received my plants today and they are certainly fine plants and in fine condition, although they were delayed in transit.  
CHARLES GANTKE.

Essex, Ont., May 27th, 1920.

Gentlemen:—Received the Strawberry plants in fine condition. Thanking you for promptness, I am,  
Yours very truly,  
CHRIST STIERS.

Brookville, Ind., May 16th, 1920.

Gentlemen:—I wish to thank you for the excellent system you have for packing plants. Due to irregular traffic my Gibson and Premier plants were on the road over a week, yet they arrived in excellent condition. Please be sure and send me your catalog early next Spring.

GEO. R. ALLEY.

Celchester, Ill., April 28th, 1920.

Gentlemen:—I have received the 12 barrels and one box of Raspberry plants, and two crates of Strawberry plants. They were in fine shape and the finest lot of plants that every came to Celchester.  
ROY HAINES.

Halls, Tenn., Jan. 9th, 1920.

Gentlemen:—Please book the following. Was very much pleased with Cumberland Raspberry plants ordered two years ago.  
FRED R. HURT.

Ferguson, Mo., April 17, 1920.

Gentlemen:—Received my order of Raspberry plants today. They were in good condition and fine plants.  
GUST H. THIES.

Hingham, Wis., May 14th, 1920.

Gentlemen:—Box containing Raspberry plants arrived today in fine shape, despite delay on road. Thanking you for your promptness and for the fine plants.  
ROLLIN COBB.

Crystal Lake, Ill., June 3rd, 1920.

Gentlemen:—The 40,000 Progressives arrived in fine shape.  
C. L. TECKLER.

Dallas, Pa., May 19th, 1920.

Gentlemen:—Received the Raspberry plants today. They were the strongest and best rooted plants I ever received.  
H. J. MAJOR.

# Grapes

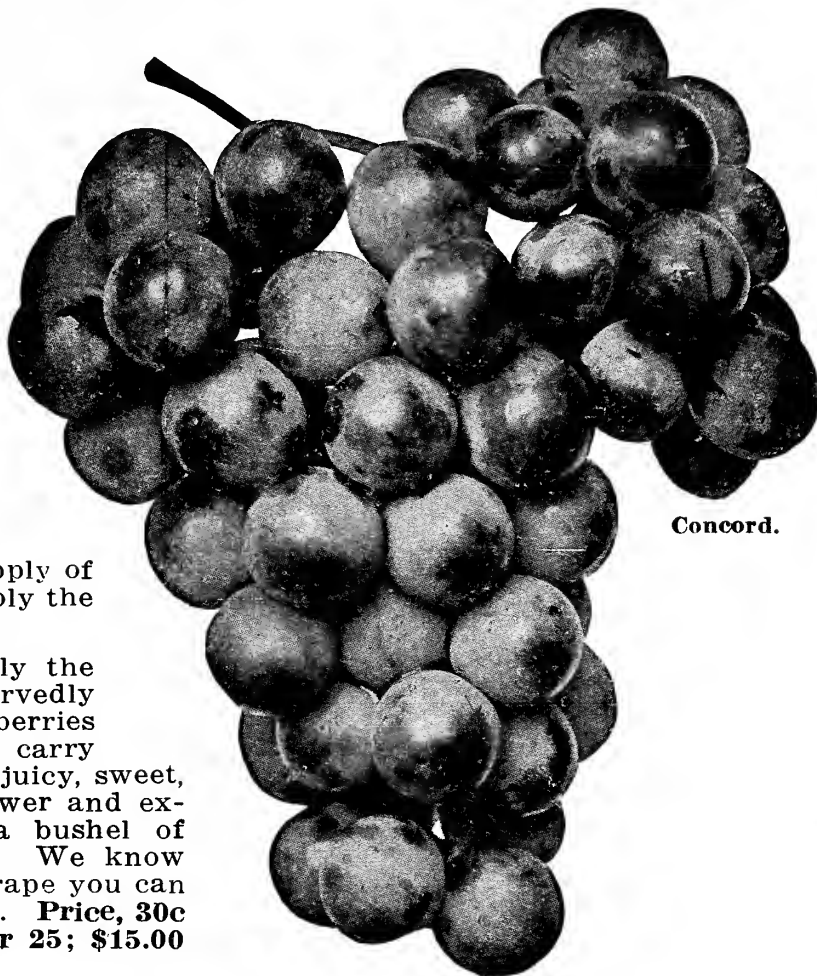
You should surely order some grape plants this season. No matter where you are you surely have room enough for a few grape plants and they will certainly give you big pay for the little work they require. Grapes will thrive anywhere, they are not particular as to climate and soil. There will never be an over-supply of grapes so long as prohibition is in effect as there is an overwhelming demand for Grape Juice, etc.

There is no better drink made than grape juice and if you have a few grape vines on your place you can make all you can use. We have a fine supply of grape plants this season and hope to supply the large demand.

**CONCORD (Black).** This is decidedly the most popular grape in America and deservedly so. Bunch very large and compact, berries large, skin tender but sufficiently firm to carry well to the most distant markets. Flesh juicy, sweet, pulpy, tender. Vine a strong hardy grower and exceedingly productive. Often yielding a bushel of grapes to a vine. Will not winter kill. We know the Concord to be the most productive grape you can grow and the quality cannot be surpassed. **Price, 30c each; \$1.50 for 6; \$2.75 for 12; \$5.00 for 25; \$15.00 for 100.**

**CHAMPION (Black).** The earliest grape grown. Berries large, bunch large. A very strong grower and very prolific, quality not quite as good as Concord, but it is a very desirable variety owing to its earliness. It brings a good price as it gets on the market during the slack season. **Price, 25c each; \$1.25 for 6; \$2.25 for 12; \$4.00 for 25; \$12.00 for 100.**

**MOORE'S EARLY (Black).** Ripens ten days later than Champion and two weeks earlier than Concord. Berry and bunch very large, even and compact. Quality and flavor excellent. Very hardy and productive. A very desirable variety for either home use or market. **Price, 40c each; \$2.00 for 6; \$3.50 for 12; \$6.00 for 25; \$20.00 for 100.**



Concord.

Gentlemen:—I received the three crates of plants this morning all in fine condition. Thanking you for the splendid attention given this order, I am,

Indianapolis, Ind., April 28th, 1920.

MARION W. ALLEN.

Gentlemen:—Please send your catalog of berry plants. We were so well pleased with the plants sent us last year that we want a lot more.

Petoskey, Mich., Jan. 6, 1920.

• LAKESIDE FRUIT GARDENS.

Gentlemen:—Please send me one of your 1920 catalogs. I bought 2,000 plants of you last year, they all grew nice and I got a fine stand. I expect a good return from them.

Cold Springs, Minn., Jan. 18, 1920.

LEONARD KELLNER.

## Order Now

Owing to labor shortage of the past season the acreage of strawberry plants all over the country is much smaller than formerly. There will not be enough plants to supply the demand this season. Berries will never be cheap. Our advice is plant all you can and order now.



# 1921 Price List of Berry Plants

**Note**—You may select 50 or 75 plants of a variety at the 100 rate; 500 or more at the 1,000 rate. If plants are wanted by Parcel Post see table for determining charges on page 12.

## Strawberry Plants

### EXTRA EARLY

	25	100	200	300	400	1000
Premier .....	\$ .50	\$ 1.25	\$ 2.00	\$ 2.75	\$ 3.50	\$ 8.00

### EARLY VARIETIES

Charles I. ....	.40	1.25	1.80	2.40	3.10	7.00
Campbell's Early .....	.40	1.25	1.80	2.40	3.10	7.00
COOPER, 75c for 6; \$1.25 for 12; \$2.00 for 25; \$6.00 per 100.						

### MID-SEASON VARIETIES

Senator Dunlap .....	.40	1.00	1.60	2.10	2.60	6.00
Dr. Burrill .....	.40	1.25	1.80	2.40	3.10	7.00
Warfield .....	.35	.90	1.40	2.00	2.40	5.00
Haverland .....	.40	1.25	1.80	2.40	3.10	7.00
Gibson .....	.40	1.25	1.80	2.40	3.10	7.00
Glen Mary .....	.50	1.25	2.00	2.75	3.50	8.00

### LATE VARIETIES

Aroma .....	.40	1.25	1.80	2.40	3.10	7.00
Gandy .....	.50	1.25	2.00	2.75	3.50	8.00
Bubach .....	.50	1.25	2.00	2.75	3.50	8.00
Joe Johnson .....	.50	1.25	2.00	2.75	3.50	8.00
Sample .....	.50	1.25	2.00	2.75	3.50	8.00
Wm. Belt .....	.50	1.25	2.00	2.75	3.50	8.00
Kellogg's Prize .....	.50	1.25	2.00	2.75	3.50	8.00

### EVERBEARING STRAWBERRIES

Progressive .....	.75	2.50	4.50	6.00	7.50	18.00
Superb .....	.75	2.50	4.50	6.00	7.50	18.00

## Raspberry Plants

Early King (Red) .....	1.00	3.00	5.00	7.00	8.50	20.00
Cuthbert (Red) .....	1.00	3.00	5.00	7.00	8.50	20.00
St. Regis (Everbearing) .....	1.25	3.50	6.00	8.50	10.00	25.00
Cumberland (Black) ..	1.00	3.00	5.00	7.00	8.50	20.00
Plum Farmer (Black) .....	1.00	3.00	5.00	7.00	8.50	20.00
Gregg (Black) .....	1.00	3.00	5.00	7.00	8.50	20.00
Kansas (Black) .....	1.00	3.00	5.00	7.00	8.50	20.00
Columbian (Purple) .....	1.25	4.00	7.00	10.00	13.00	30.00

## Blackberries

Eldorado .....	1.25	3.50	7.00	10.00	13.00	30.00
Blower .....	1.25	3.50	7.00	10.00	13.00	30.00
Mersereau .....	1.25	3.50	7.00	10.00	13.00	30.00
Wilson .....	1.00	3.00	5.50	8.00	11.00	25.00

## Grapes

Concord—30 cts. each; \$1.50 for 6; \$2.75 for 12; \$5.00 for 25; \$15.00 per 100.

Champion—25 cts. each; \$1.25 for 6; \$2.25 for 12; \$4.00 for 25; \$12.00 per 100.

Moore's Early—40cts. each; \$2.00 for 6; \$3.50 for 12; \$6.00 for 25; \$20.00 per 100.

## 5% Discount on Early Orders

As a special inducement to get you to order early we will allow a cash discount of 5% on all orders received before March 15th. Orders received early help us greatly, as it relieves office work during the busy season. **ORDER NOW.**

Amount, \$.....  
Do Not Write in This Space.

# Henry Emlong & Sons

Stevensville, Michigan

Date.....1921.

## Shall We Substitute Some Other Variety If Out of the Kind Ordered?

[illegible]

# The World's Biggest and Best Strawberry

# PURCHASE AGREEMENT

Owing to the great expense of testing and introduction of this valuable new strawberry, we must protect ourselves by holding the exclusive rights to distribute this new berry for a period of five years. We are protecting ourselves as well as you. This method will make it impossible for unscrupulous dealers to sell you worthless varieties for genuine COOPER. Therefore, in consideration of the agreement of the undersigned, not to give away or sell, or by any other means distribute plants of the new strawberry, COOPER, for a period of 5 years, Henry Emlong & Sons, proprietors of the Stevensville Nurseries, agrees to furnish ..... COOPER strawberry plants.

Number

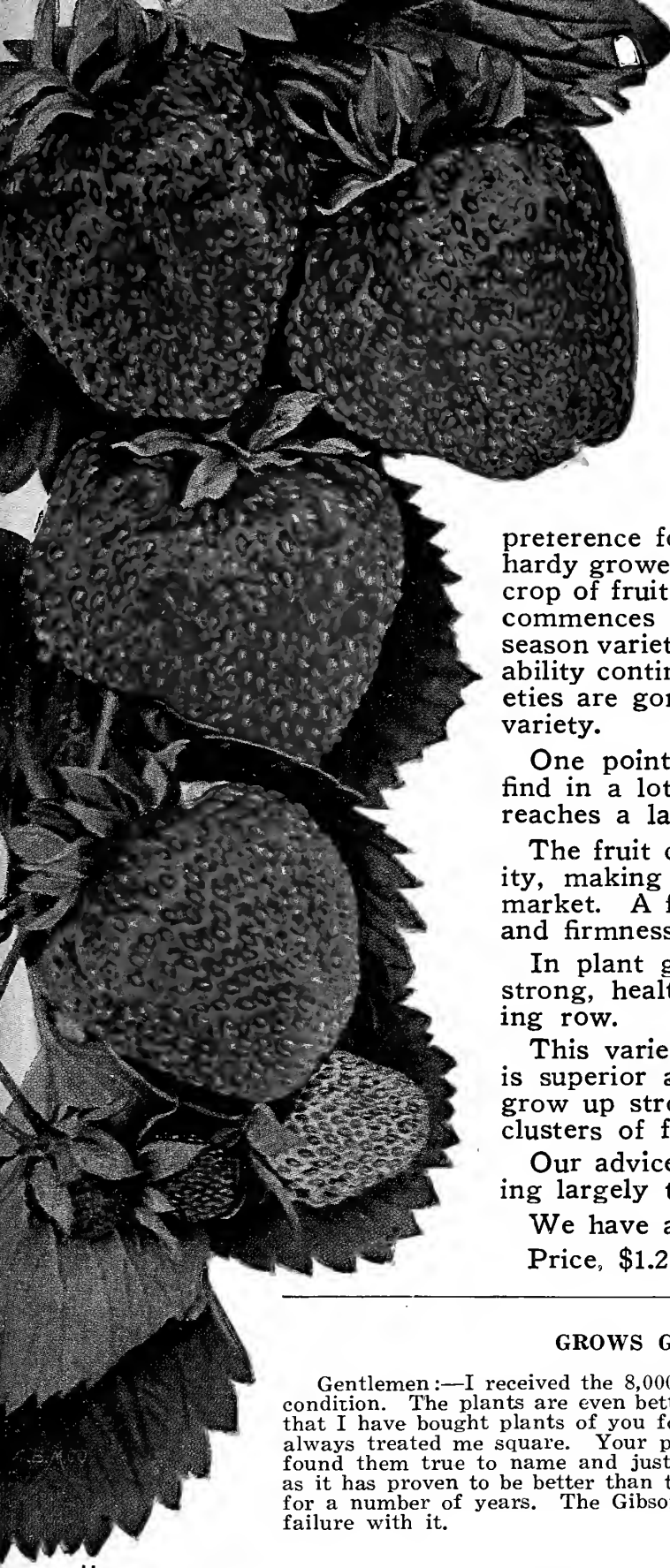
Sign here .....

**Address** .....

**Please write names and addresses of your friends who grow fruit, and would be interested in our catalog. We will add a few plants to your order.**

This image shows a single page of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.





# Gibson

This variety originated in this county, and the best proof that it is a profitable variety, lies in the fact that it is fast becoming the leading commercial variety in every part of the country. We cannot say too much in favor of this wonderful Strawberry as it seems to possess every requirement that a universal favorite should have. It has no preference for soils or climatic conditions, is a very hardy grower and seems able to produce a wonderful crop of fruit even under adverse conditions. Gibson commences to bear with Dunlap and other mid-season varieties but owing to its wonderful productive ability continues to bear until some of the later varieties are gone and really could be classed as a late variety.

One point in favor of this variety, and hard to find in a lot of others, is the fact that every berry reaches a large size, and ripens evenly.

The fruit cannot be surpassed for flavor and quality, making it equally desirable for home use or market. A fine canning berry as it retains its color and firmness, also flavor throughout the winter.

In plant growth it cannot be equalled as it is a strong, healthy plant, and produces an ideal fruiting row.

This variety is similar to the old Pocomoke, but is superior as it is a heavier yielder and the vines grow up stronger, affording shade to the mammoth clusters of fruit.

Our advice is that you cannot go wrong by planting largely to Gibson.

We have a fine stock of true-to-name plants.

Price, \$1.25 per 100; \$7.00 per 1,000.

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## GROWS GIBSON EXCLUSIVELY

Gentlemen:—I received the 8,000 Gibson plants last night. They are in excellent condition. The plants are even better than those received in the past. You will find that I have bought plants of you for the past five years, and can say that you have always treated me square. Your plants are always well cleaned and I have always found them true to name and just as represented. I now grow Gibson exclusively as it has proven to be better than the Dunlap with me, although I grew that variety for a number of years. The Gibson is a larger berry, and I have never had a crop failure with it.

Illinois, April 5th.

Yours for business,  
OTTO KRIEGER.

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## OUR PLANTS FOR HIM EVERY TIME

Henry Emlong & Sons,  
Stevensville, Mich.

Princeton, Minn., May 8.

Gentlemen:—I received the Progressive strawberry plants, also the Cuthbert raspberry plants. They are certainly fine and I only lost five plants out of the 3,000. That is more than I can say about some other plants I got from Michigan the same day. Out of 500 there are only 25 alive. I am not going to give any names, but I got the same dose from him once before. They were dead when I got them as they did not have hardly any moss. You can depend on my orders in the future. I am a dealer here and get all my stock from Michigan.

Thanking you for good plants and fair treatment, I am,

Yours truly,  
H. J. LOWELL.



## ***St. Regis***

### ***Everbearing Raspberry***

St. Regis should be grown in every garden. It is the earliest raspberry, it is a very heavy yielder, and the quality and flavor of the fruit is delicious. In addition to bearing a heavy crop of fruit during the regular raspberry season, the young canes will bear continuously throughout the summer and fall. Include St. Regis in your order this year. We have a fine supply of plants.

### ***Columbian***

This is the best purple variety ever offered. A prolific yielder, of unsurpassed quality and flavor.

### ***Cumberland***

The heaviest yielding, the biggest, most profitable Black Raspberry. Grow them.